Advertising Project Prompt One – The Visual Design

15% of Grade: 5% individual participation, 10% final product delivery

The Redesign/Design Project

This task is to demonstrate your individual and team understanding of visual design and its relationship to the client marketing strategy as outlined in the creative brief. The content, color scheme, visual choices made, should coordinate with your developing campaign. Ultimately, you want the design of your creative brief to live in the same family with your web or print design, your film, and your social media plan. So, be aware of this as you move ahead. The Creative Brief, if not designed in the color and tone of your overall campaign, will need to be reassessed as your campaign fully develops.

This task is to produce a mock-up of your visual design component that can be delivered to the client for implementation.

Serve . Learn . Sustain, VOICE (some teams), and the Women’s Resource Center are invested in proposed design changes for the site.

The Atlanta Beltline will be revisualizing PowerPoints into Prezis or films or redesigning the layout of the newsletter.

Whatever the case, please create mock-ups that the client can interpret and use moving forward. (for web redesign, you may need to tackle more than one page to get your point across). For the Prezi design, you obviously need to deal with issues of template choice, speed of transitions, etc. If you are designing advertising to go on a promotional product, there will need to be multiple sides visualized.

Getting these various tasks completed will require a bit of interpretation, but here is the outline of development:

1. Due Tuesday, October 6 – initial observations about changes needing to be made, planning, etc. Due on T-square as individual assignments.
2. Due Thursday, October 8 – individual initial design work on solutions: this can come in a variety of forms. During class on Tuesday, team members will assign areas for individuals to take on, or choose to have everyone take a stab at the overall design for group assessment on Thursday.
3. Thursday, October 8. Class will meet in the library for a design tutorial. In this class, students individually will learn how to manipulate lines, color, and shapes in Adobe Illustrator. Teams will have determined who is to work on what: web page, creative brief, style guide cover, etc.
4. TUESDAY OCTOBER 13 – FALL BREAK
5. Due Thursday, October 15 – teams will present a first draft of the design project for class feedback. This should be a completed web page slide, or a product slide, or a Prezi-based theme with a few sample slides at minimum.
6. Due Tuesday, October 20 – each team should send a sample to the client for feedback. The entire set of slides need not be sent, but you want to have one frame to send for an aesthetic ‘sign-off.’ The client may not respond, but it is not for lack of trying.
7. You will deliver the creative brief to clients no later than **Tuesday afternoon, 10/20**, 5 pm. The design draft will be delivered in .pdf form. It will be delivered by email along with a short letter of introduction and a polite request that you receive feedback by **Tuesday, 10/27**, but that if there any concerns or revisions she would like to discuss to feel free to contact sooner so that you might revise it to her approval, particularly if the message is in any way off-target. **Remember to copy me on this email.**
8. Post a copy of your creative brief under T-square, under the name of the Print Production coordinator.
9. Tuesday, October 27 – client feedback due to students
10. Tuesday, November 3rd – final design slides turned in to T-Square, under the name of the Print Production coordinator. Again, 3 slides that represent the visual design element minimum.
11. THIS LAST ASSIGNMENT IS FOR THE PRINT PRODUCTION COORDINATOR ONLY: You will then go about drafting the print design chapter of the Style Guide. This is a 1000-1250 word essay that 1. Reflects on the process of creating the visual design element, i.e. research/information gathering from peers and the client, execution of the brief itself, and any lessons learned, things that you and your teammates would do differently given another chance at doing it, etc. The reflection will also discuss the deliverables agreed upon. This reflection will be accompanied with the print design slides, attached, but not part of the word count. This written assignment is due on October 29th, on T-Square. This is a draft that I will review, so that you can polish it for the final turn-in at semester’s end, presentation time. There is a portion of the grade given to this draft, 5% out of the 20%.