

ART 292 Computer Graphic Design I

Project 3: Virginia Peninsula Literary Consortium Series

ASSIGNMENT BRIEF

Your assignment is to design a series of printed pieces for an event presented by the Virginia Peninsula Literary Consortium (VPLC). Annually the VPLC promotes the importance of the written word and the value of reading by hosting a recognized author for entertainment and inspiration.

The print series consists of a poster, a bookmark, the program cover and a ticket. Your goal is to develop a design approach that works well as a poster in addition to a hand held ticket and program.

Virginia Peninsula Literary Consortium

<http://www.thevplc.org/>

OBJECTIVES

1. Conceptualize and design a print series incorporating a consistent approach.
2. Utilize visual hierarchy to support the clarity of the message.
3. Analyze and apply the visual elements and the design principles in your composition.

PROCESS

RESEARCH

Review the samples from previous semesters and the content provided by the client. Go to bookstores or online and review book covers from the author.

DESIGN PROCESS

1. The client has provided InDesign documents for your layout. This is to ensure the correct size, bleed and format.
2. You may incorporate linked Photoshop and Illustrator documents.
3. All of your typography must be completed in InDesign.

TECHNICAL REQUIREMENTS

You must include the following:

- Document bleed
- Logically organized and named layers
- Linked Photoshop or Illustrator document as needed
- Paragraph Styles as needed

SPECIFICATIONS

- *Software:* InDesign with original images from Photoshop and/or Illustrator.
- *Document size:* The templates are posted on the class page as VPLC templates.
- *Units & Increments:* inches
- *Bleed:* Your design may bleed. In your new document settings set the Bleed to 0.125.
- *Resolution for Photoshop documents:* 300 dpi
- *Color:* CMYK
- *Poster:* vertical format

PRINTING & MOUNTING

Since this is a competition your pieces must be mounted on black mount boards. You may not use foam core. Please refer to the diagram available in class for mounting instructions.

Your pieces do not have to be printed for the critique with the client. A deadline for submitting printed and mounted pieces will be announced in class following the critique.

Board one: Poster

Board two: Program cover, bookmark front and back and ticket

Do not use scissors to trim your work. You must use a X-acto knife and a straight edge for cutting.

RESEARCH

It is recommended that each student complete personal research for the assignment. These are strong tutorials from Lynda.com.

Lynda.com tutorials

- InDesign CC 2017 Essential Training by David Blatner
- Layout and Composition with InDesign by Nigel French
- Designing a Poster by Nigel French

PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

GRADING SHEET

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design. You are expected to review Lynda.com tutorials as part of this process.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

REQUIRED ITEMS FOR GRADING

InDesign document

- Package each InDesign documents with fonts and all linked documents
- PDF of each document
 - One with “printers marks”
 - One with “no printers marks”

Mounted series

Portfolio Statement – *this is the short document about the assignment*

- Microsoft Word or PDF

DEADLINE

Please refer to the schedule for deadlines.

LATE PROJECTS

1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one-week after the deadline.
3. Projects will only be graded once.

4. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Work not submitted by this deadline will receive a zero.