

ART 292 Computer Graphic Design I

Project 3: Client Product

ASSIGNMENT BRIEF

The purpose of this assignment is to extend the brand identity for the client from the Branding assignment. All clients have printed products associated with their business and most will include a direct mail piece with a call to action. For this assignment you will design a tri-fold 8.5 x 11” direct mail piece for your client that includes a “call to action” such as a coupon. A call to action needs to be dynamic to motivate readers to do something.

Groups may continue to work together to develop product concepts but each student will design their own product. **You may not share photographs or illustrations.**

OBJECTIVES

1. Investigate the use of direct mail for your client.
2. Conceptualize and design a direct mail piece incorporating an existing brand identity.
3. Examine the process of integrating content and meaning with visual form.
4. Utilize visual hierarchy to support the clarity of the message.
5. Analyze and apply the visual elements and the design principles in your composition.
6. Use structural systems such as grids and modules to organize visual information.
7. Demonstrate strong group communication skills and the ability to speak clearly during critiques.

PROCESS

RESEARCH

The class will be divided into small groups based on the client. Each group will work together to analyze the needs of the client and what a successful call to action includes. Following this group analysis each student will develop a concept for a direct mail piece. The direct mail piece does not need to be the same for the entire group.

Choose an example

Review the samples presented in class and determine what type of folded piece is best for your concept.

Pencil Sketches & Dummies

Complete a series of sketches based on the template.

Note: After you have made your template, you must complete sketches before you begin developing your concept on the computer. These sketches will be counted as part of your grade and submitted for evaluation.

1. Draw a series of sketches to explore your placement of body copy, headlines, images and the size of your design and the number of panels. Please use “Greeking” to indicate your body copy.
2. Fold several sheets paper so that you can explore the multi-panel layout as a folded brochure or menu. This is referred to as making a “dummy”.
3. After completing your drawings, select the best design to use as a reference for your digital design.

InDesign

1. Set up your InDesign document with two pages based on your concept and add guidelines to indicate the panels. Note that the width of the panels varies to accommodate folding. Follow the process in the Lynda.com tutorial to determine the size and folding process.
2. Use the font family determined from the Branding assignment.
3. Implement your design using the tools and techniques shown in project demonstrations and tutorials.

TECHNICAL REQUIREMENTS

You must include the following:

- Accurate sized panels
- Fold marks
- Paragraph Styles
- Grid, columns or guidelines per page
- Bleed
- Named layers
- Placed text and linked text boxes
- Hanging punctuation: Story > Optical Margin Alignment
- All blank pages removed

SPECIFICATIONS

- *Software:* InDesign with original images from Photoshop and/or Illustrator.
- *Document size:* To be determined by your design.
- *Units & Increments:* inches
- *Bleed:* Your design may bleed. In your new document settings set the Bleed to 0.125.
- Note: You do not need to increase the InDesign document size to bleed.
- *Resolution for Photoshop documents:* 300 dpi
- *Color:* CMYK

PRINTING & FOLDING

- Print the front and back of your design on Tabloid paper. The printer in Templin 907 may give better results.
- Spray-mount the front to the back and then trim the design.
- Score and fold the piece.
- **Do not use scissors to cut your brochure. You must use a X-acto knife and a straight edge for cutting.**
- After the critique and your revisions make another print. You must turn in a finished folded and trimmed piece. **This will not be returned.**

PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment that states the project title, the software and the year.

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 scanned sketches. Your compositions will be evaluated based on the principles of design.

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

Sketches & Dummies

- Scans of your pencil sketches and dummies

InDesign document

- Packaged InDesign document with fonts and all linked documents
- Two PDFs of your brochure: one with marks and one without marks.

Printed, folded project

- This will not be returned.

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.