

Self Promotion

Description

This final project is about your creating a promotional packet about you and your design abilities to future employers. You are a product/brand with unique abilities, attitudes and insights on how you see the world.

Requirements

- Pick one thing not four things to say about you!
- Include 4 Design 1 pieces (only 1 homework piece can be used; if any)
- You may include more pieces (including work from other classes)
- Contact information about yourself (do not use school address/email)
- Resume incorporated into the design
- Some type of binding/packaging to hold all this information together
- Must be able to open/close and to be contained (not fall apart based on how you hold it) all together
- A mark for yourself (Typographic logo)
- Use Toggl.com to track your time

To Think About

- What do you want to say and how to say it?
- This is just a sampling of your work; so how do make an impression to the viewer?
- What unique feature showcases your abilities?
- This is to promote you! The more unique and memorable the better!
- How will you package this information about yourself?

ART 320 Design 1 - Visual Solutions Spring 2017

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OP 1231

Spring 2017

TTh 7:30-10:20 am

Jan 17th-May 5th

Final: May 9, 7:30 am

OP 1220/1224

Self Promotion - Part 1

Description

This part will be focusig on the research and prep work.

Requirements

- Research 10 binding/packaging and layout options
- Create your resume
- 20+ sketches of your mark
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Research write up on the 10 examples
 - Resume
- Sketches
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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Self Promotion - Part 2

Description

Making progress on graphics.

Requirements

- Finalize layout and binding/packaging template (without content)
- Initiate any illustrations to use
- Initiate taking any necessary photos
- Complete your mark
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Finalized layout (pdf)
 - Finalized template of binding/packaging (pdf)
 - Finished mark (eps)
 - Contact sheets of potential photos to use (pdf)
 - Started illustrations (eps)
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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Self Promotion - Part 3

Description

Finalizing the layout and mock-up.

Requirements

- Finalize illustrations
- Complete layout with content
- Finalize photography to use
- Finalize mock-up (without content)
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Packaged folder with InDesign and PDF of layout
 - Contact sheet of selected photos (pdf)
 - Finalized illustrations (eps)
- Mock-up
- Toggl report to be included in your process book

Grade determinations

- Total points for this step in assignment: 10 points

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Self Promotion - Part 4

Description

Finished product and photographed.

Requirements

- Print and complete all requirements from the info sheet
- Photograph your piece
 - Showcase each part
 - 5+ angles of each part
- Use Toggl.com to track your time

To Turn in

- Upload to class Google drive
 - Photographs of finished piece (pdf)
- Finished promotion piece
- Toggl report to be included in your process book

Grade determinations

- Satisfying requirements 75%
- Design edge and flow 25%
- Total points for this step in assignment: 40 points

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