

INTRO TO DESIGN 2

EVERYTHING YOU NEED TO KNOW

TABLE OF SKILLS...WHAT WE WILL DO

- TEAM FORMATION
- PROJECTS
- PEER CRITIQUES
- DEADLINES
- CLIENTS
- DESIGN PRINCIPALS

PHILOSOPHY OF DESIGN

- IF YOU WANT IT YOU CAN HAVE IT
- GOOD DESIGN COMES WITH PASSION AND PRACTICE NOT INNATE ABILITY
- WE ARE DESIGNING FOR A LARGE COMMUNITY
- I WANT TO BE PROUD OF THE WORK THAT COMES OUT OF HERE

TEAM FORMATION

PART A. BEGIN BY CHOOSING A TEAM THAT YOU WILL WORK WITH FOR THE REST OF THE SEMESTER, FILL A COMPUTER ROW WITH YOUR TEAM

- DECIDE ON A TEAM OR “COMPANY” NAME
- EVERYONE WILL MAKE A DIFFERENT LOGO FOR YOUR COMPANY
- ALL LOGOS WILL BE TRUNED IN FOR GRADING
- ONCE THE LOGOS ARE DONE THE GROUP WILL VOTE ON THE OFFICAL LOGO

PART B. FIND A WEBSITE SAMPLE ONLINE FOR A REAL CREATIVE OR DESIGN COMPANY. REPRODUCE THE HOMEPAGE IN ILLUSTRATOR WITH YOUR COMPANY INFO.



ONLINE SAMPLE

1,280 px Wireframe



grid width: 1,280 px (width) with 10px margin
 1,280 width, 78 columns @ 40 px, 26 px gutters

Notes

YOUR DESIGN FROM TEMPLATE

PROJECT PROCESS

EVERYTHING YOU NEED TO KNOW

PROJECTS : PROCESS

STEP 1: **INSPIRATION COLLECTION**

STEP 2: **SKETCHES**

STEP 3: DESIGN

STEP 4: CRITIQUE

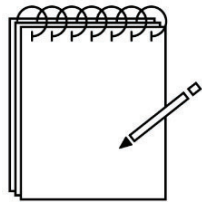
STEP 5: REVISION

STEP 6: SUBMISSION

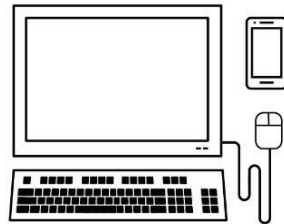
PROJECTS : PROCESS



Inspiration



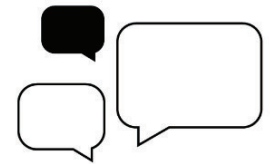
Sketch



Source Materials



Execution



Critique/Refine

PROJECTS : INSPIRATION COLLECTION

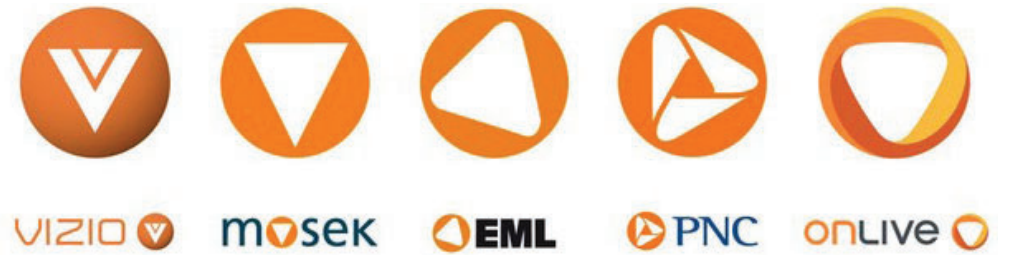
- There is generally no license on composition and style
- Don't re-invent the wheel, no design comes out of thin air
- All good design is based off of what others have done previously
- If you want to be a professional, do what professionals do

SEARS

SEGA

SNCF

FDA





CAUTION!

DON'T BE A THIEF

REMEMBER YOUR GOAL IS TO BE

ORIGINAL!

THE DESIGN PROCESS REQUIRES A

PROPER BALANCE OF

INSPIRATION AND CREATIVITY



BORROWED COMPOSITION AND STYLE



BORROWED
COMPOSITION
AND STYLE



BORROWED
COMPOSITION
AND STYLE





FACE-OFF



Captain America: Civil War

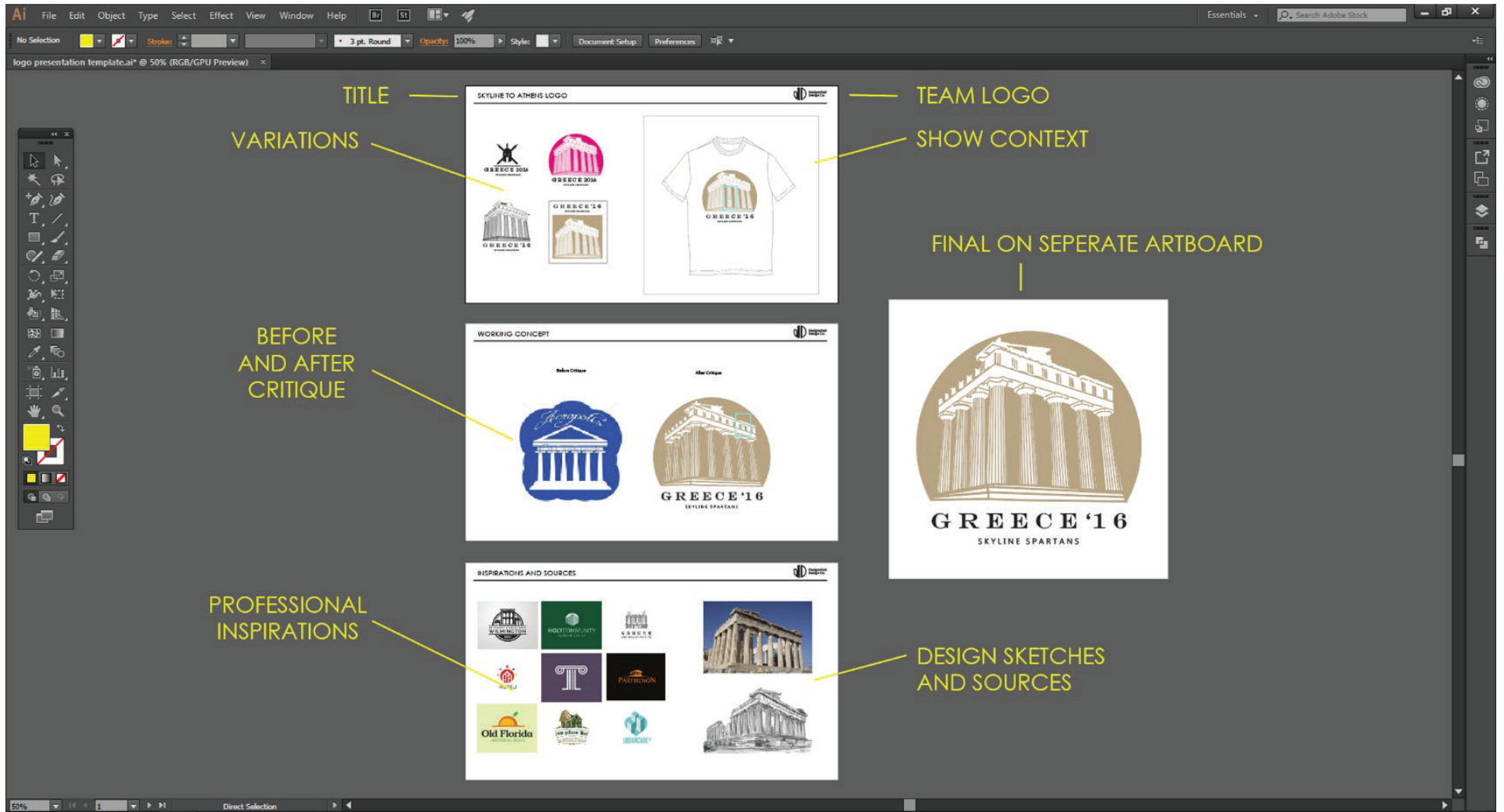


Neighbors 2: Sorority Rising

TO BEGIN WATCH THE FOLLOWING



FINAL DOCUMENT SETUP



GRAPHIC DESIGN 2 RUBRIC/ CRITIQUE

YOUR NAME _____ PEER NAME _____

PROJECT NAME _____

Self/Peer highlight or circle specific needs

1- Low Skill

Minimal effort or significant challenge with craft. More practice is needed. Techniques non-existent. Directions not understood or followed. Little to no creativity, student working below their abilities. No professional influence evident.

2- Medium Skill

Some effort or improvements needed with craft. More practice is needed. Techniques not mastered fully. Directions not fully understood or followed. Some creativity. Student working below their abilities in some areas. Little to no evidence of professional influence.

3- Proficient Skill

Effort with craft clearly evident. More practice could help. Techniques mostly mastered. Directions understood and followed. Applied creativity. Student mostly working to their abilities /client expectations. Professional sources could use more influence. Approaches professionalism.

4- High Skill

Strong effort, highly accurate or careful craft. Techniques expertly mastered. Student went above and beyond expectations with ability, client expectations and creativity. Design is unmistakably professional, sources clearly influenced design.

Overall Rubric Score

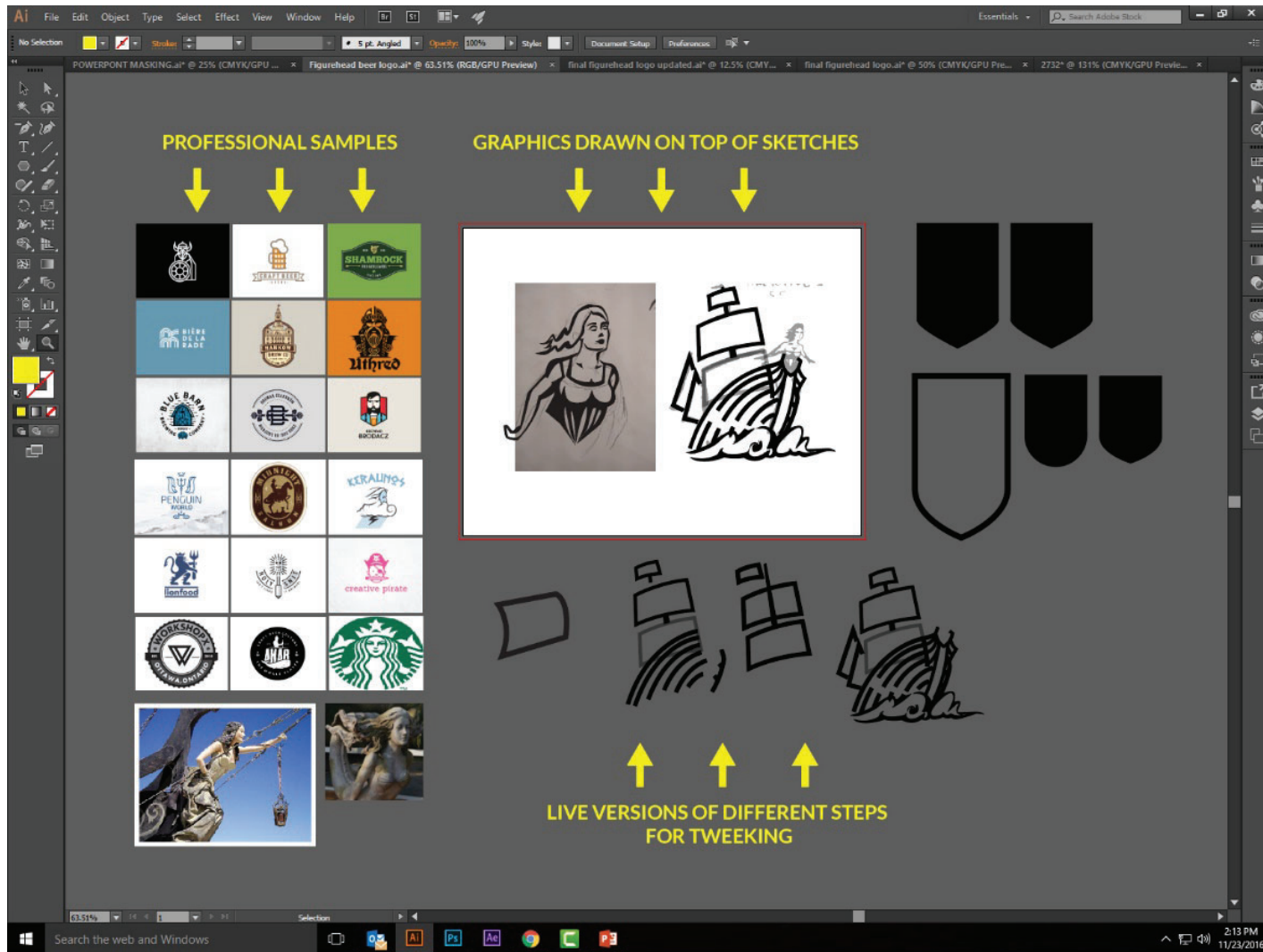
YOU PEER

Peer suggestions for areas of Improvement (Check all that apply):

- | | |
|-----------------------|--|
| PLANNING | <ul style="list-style-type: none"><input type="checkbox"/> Influences, sources, and samples should be more connected to brand<input type="checkbox"/> More inspirational or source material is needed as a guide<input type="checkbox"/> More idea generation, sketches, and overall planning needed<input type="checkbox"/> Not original, uses stock graphics, traced or too close to existing designs |
| FONT | <ul style="list-style-type: none"><input type="checkbox"/> New fonts need to be downloaded, stock fonts should not be used<input type="checkbox"/> Font needs to be more appropriate to brand or packaging |
| ARRANGEMENT | <ul style="list-style-type: none"><input type="checkbox"/> Design needs better balance<input type="checkbox"/> Design needs better contrast<input type="checkbox"/> Design could benefit from repetition<input type="checkbox"/> More attention to alignment<input type="checkbox"/> Design elements proximity to one another needs adjustment<input type="checkbox"/> Hierarchy of elements and information needs adjustment |
| EXICUTION/ TECHNIQUES | <ul style="list-style-type: none"><input type="checkbox"/> Illustration attempt needs a professional touch/different approach<input type="checkbox"/> Shapes, lines, forms need to be cleaner more controlled<input type="checkbox"/> Shape/Line weight needs more consistant or controlled ratios<input type="checkbox"/> Needs more attention to Craftsmanship<input type="checkbox"/> Design needs to be less complicated or complex<input type="checkbox"/> Design is too simple and needs more complexity, effort, creativity<input type="checkbox"/> Effects used on the design are too distracting or not appropriate<input type="checkbox"/> Design needs to be more versatile (can be any color/size, anywhere)<input type="checkbox"/> Gapping (negative space) between forms instead of outlines |
| PRODUCTIVITY | <ul style="list-style-type: none"><input type="checkbox"/> Work production and efficient use of time needs improvment<input type="checkbox"/> Less distracted time in class could improve work |
| BRAND/STYLE/CONCEPT | <ul style="list-style-type: none"><input type="checkbox"/> Needs more attention to client demand or expectations<input type="checkbox"/> Design needs to be more appropriate to brand<input type="checkbox"/> Target audience influneces on design needs more consideration<input type="checkbox"/> Context and purpose for design needs more consideration/Influence<input type="checkbox"/> Other: |

TO DO RIGHT NOW ...

- OPEN TEAM LOGO DESIGN AND SKYLINE SHIRT DESIGN
- MAKE SURE DOCUMENT IS SET UP PROPERLY OR RECEIVE A ZERO
- CHECK AGAINST RUBRIC
- MAKE SURE DOCUMENTS ARE SAVED WITH THE CORRECT LABELS IN THE 'TURN IN ' FOLDER
- KEEP OPEN WHILE I COME AND CHECK YOU OFF



BUILD A COLLECTION IN YOUR DOCUMENT TO REFER TO CONSTANTLY DURING THE CREATION PROCESS

STEP 1

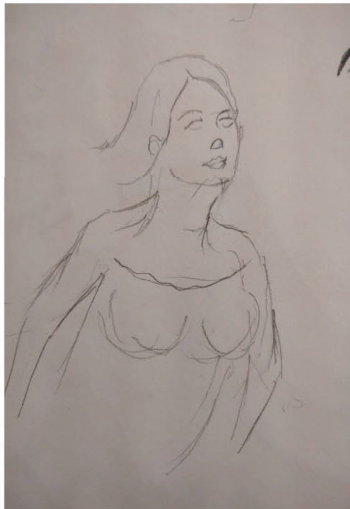


PROFESSIONAL INSPIRATIONS



RENDERING INSPIRATIONS

STEP 2



SKETCHES

STEP 3



YOUR ORIGINAL
DESIGN



YOUR ORIGINAL
DESIGN