

# Communication Graphics

## Assignments

### Summer 2012

This document details the assignments for the COMM 3070 class. The points available for each assignment will vary according to assignment difficulty and/or complexity.

Assignments will be due according to the dates listed on the schedule or as announced in class. Assignments and due dates are subject to change as the semester progresses. Assignments are due by midnight on the day assigned. Please pay attention to due dates. Assignments turned in following the due date will be penalized 10% per day late. After being five days late, assignments will be accepted for a maximum of 50% credit. If you are ill or absent because of participation in a university sponsored activity such as athletics, your due date may be adjusted accordingly. It is your responsibility to make arrangements for exceptions prior to the due date if at all possible. In the case of illness or emergency, please contact the instructor as soon as possible to arrange an extension.

#### Submission of Assignments

Your assignments with the exception of the web assignments may be e-mailed to the instructor ([jackson@suu.edu](mailto:jackson@suu.edu)) as an attachment or printed and turned in on paper. Either way, you should also keep an electronic copy of each assignment on your personal flash drive as part of your portfolio. You may also want to keep a printed copy for your records.

In order for your production assignments to be considered complete, you must provide a technical discussion using the following or similar format:

1. **Your name:**
2. **Assignment number and/or title:**
3. **Pre-production Planning:** (why you chose to complete the assignment the way you did, what things did you consider, who is the intended audience, why is your chosen design the best one for your intended audience, etc.). Save your sketches and ideas to be included in your *Inspiration File*.
4. **The Design Process:** (what steps you took to prepare for and complete the assignment – basically how you executed the assignment, tools used, processes, etc.).
5. **Post-production Evaluation:** (does your design accomplish the design goals you set in Step 3 why or why not, be specific – refer to page 5 of the *Design Companion* text).
6. **Review:** (what you learned by completing the assignment. How would these skills be useful to you in the future).

If you neglect to provide the above technical discussion your score for each assignment will be reduced by 20%.

## Assignment Details

Asst 1: **Design Review and Critique.** This assignment has two parts. First you will write about your personal graphic design philosophy. This is a self analysis: think about what you like in a graphic design, are there colors, shapes styles etc. that appeal to you. Try to articulate what factors influence you in your personal tastes and purchasing decisions. How do these preferences affect the way you view graphic designs, etc? This is a personal assessment of where you think you are in terms of graphic design. Be as complete as possible. This should fill at least one page (double spaced)

Second you will choose a graphic design and critique it based on your personal preferences as stated in part one of the assignment. You may choose a magazine cover, printed advertisement (from a magazine or newspaper), or web a site. Include a copy of the design with your paper (URL if a web site). This is not to be a tour of the design (there is a girl holding a new bottle of lotion, etc) but rather a critique of it. Comment on the effectiveness of the typography, imagery, color, overall layout, placement of items on the page, etc. What did you like about it, what would you change, why? Try to get inside the designer's head; for whom was the design intended, was it effective? Be sure to site the references correctly (where the design comes from). There is no right or wrong position since this is your own opinion but you need to justify your answers. This part of the assignment should also fill about one page (double spaced). This exercise will help you begin thinking critically about graphic design and where you think you are in terms of being a graphic designer. For this assignment, you will not need to provide the technical discussion noted above. (20 pts.)

Asst 2: **Newsletter or brochure.** Using the tools of InDesign, you will make a newsletter or brochure for a company. You must choose a company, group or organization that will be the basis for your work for the rest of the semester. You may choose an existing company or one you make up. It could be real or fictitious but must not be offensive. If you are not able to come up with something, you may use SUU for your company. You should begin by brainstorming for ideas then create a series of thumbnail sketches. Finally you will choose one of the sketches and develop it into the rough for your project. Finally, use the computer to create the proof. If doing a newsletter, it should include at least two or more small photos and the rest should be formatted text that you will enter (do not use placeholder text). You will probably want to divide the newsletter into two or three columns. Place a title including the date appropriately. Body text should be no larger than 12 pts. Make use of stroke and fill to emphasize and add variety to your design. The design should be at least two pages in length. If doing a brochure, you must do the complete design (both sides). You may lay it out any way you choose. Export your design as a PDF for printing or attach it to an e-mail sent to the instructor. Save a copy for your portfolio and inspiration file. Be sure to include the technical discussion noted above. (50 pts)

Asst 3: **Poster and advertisements.** For the company you selected in the last assignment, create a collage or poster using Adobe Photoshop. You can find images on the internet at royalty-free web sites, or scan your own photos. You should have at least four or five different elements. Position them to create a pleasing effect. Add appropriate text. Set the design on a background of some type. Also create two different print ads for the same company in Photoshop. The ads should be of two different sizes and be something that might appear in a newspaper or magazine. When you have finished, save the items for your portfolio and submit them for grading along with the technical discussion. (50 pts).

Asst 4: **Corporate Identity.** For this assignment, you will need to create (or recreate) the corporate identity for your company. This will include a new logo, business card, stationery and envelope. Use Adobe Illustrator to finalize the design. Save your work for your portfolio and inspiration file and turn in the final items for grading. Remember to include the technical discussion. (50 pts)

Asst 5: **Web page.** For this assignment you will make and publish a web page on the World Wide Web. This page is for your company as in previous assignments. The web page can be made using Dreamweaver, Photoshop or other web authoring software. You will save the project in your F:\public\_html folder giving it the name "index.html" and e-mail the instructor your URL ([www.student.suu.edu/~username/](http://www.student.suu.edu/~username/)) along with the technical discussion by the deadline date. The page must be fully functional and available on the web in order for you to receive credit. (50 pts).

Asst 6: **Begin portfolio and Inspiration file.** As the class progresses you will be adding to your personal graphics portfolio and creating an *Inspiration File*. You can use the inspiration file as a tool for brain storming and organizing your ideas. You should not put off the creation of the file and should add to it consistently throughout the semester. At the conclusion of the semester, you will show the instructor the content of your portfolio and inspiration file and receive credit for so doing (we will be sharing our portfolios with the rest of the class during the final class period).

**Presentation.** During the final class period you will present your portfolio and inspiration file to the other members of the class. This assignment is a pass/fail exercise: full credit for presenting the materials, no credit for non-presentation. (10 pts)