



Project Details:

Name:

Public Trans Design

Dimensions:

Up to your concept

Due:

9/22

Required:

- 12 pages of design
- Company Logo/
Name
- Research
- Printed Collateral
- Packaged file
- Paragraph
explanation
- Separations on 1
piece of collateral
- HI RES pdf's of all
documents

Public Transportation Redesign 150pts

PROJECT DESCRIPTION

Project: A public transportation system is in need of a redesign and needs a new way to market the system to a new audience. The goal is to get this new target audience to use the system more. What the system is and what you design is up to you as the designer. You will need to create at least three pieces of collateral. Once piece of the collateral **MUST** be multiple pages (over two). The total number pages you need to have for the project is 12. Each side counts as a page.

One written paragraph is needed explaining why the material is the best way to promote the company.

You will pick a target audience given to you by the instructor as well as a wild card concept word that will have to be incorporated into your concept.

Design: Design promotional material needs to total at least 12 pages. This can come in a variety of different ways. For example: 2 sided postcard, 2 stickers, 2 t-shirts, 4 page brochure, and 2 ads, for a total of 12 pages.

The design needs to come from the given target audience and the wild card word. Be creative with your ideas and concept.

Size: To be determined by your concept

- Required:**
1. 12 pages of design
 2. Company logo and or name
 3. InDesign Packaged file
 4. Written paragraph explaining why you chose the materials that you did
 5. Printed collateral
 6. Separations on 1 piece of collateral
 7. HI RES pdf for all pieces of collateral

SCHEDULE

Week one (9/08): Bring in concepts/sketches/photos/illustrations

Week two (9/15): Have concepts and comps ready to show.

Week three (9/22): Bring in final printed project for final critique
Have project cut to the edge and ready for presentation.
Have the packaged InDesign file and pdf on the sever at the beginning of class under To be graded/Project 1

NAME		DATE SUBMITTED	
01	Concept		/35
02	Where all pieces cohesive		/10
03	Did the style of the design fit the company		/10
04	Type treatment		/10
05	Was the solution creative		/10
06	Use of color		/10
07	Overall design and layout		/20
08	Presented in a professional manor		/10
09	Paragraph explaining your design decisions on the material you designed		/10
10	InDesign File (points below make up total points)		/25
11	a. All fonts collected		/2
12	b. All images collected		/2
13	c. Document is the right size for the design		/2
14	d. Document uses bleed edge and not margin		/3
15	e. All images are CMYK		/3
16	f. Uses the correct file types (.tiff and eps)		/3
17	g. Any image that is beyond the page boundaries is at least .125		/3
18	h. Design the same size are in the same document		/4
19	i. PDF is made correctly		/3
20			
21	No Separations (-10 points). Incomplete (- 50%), Late: (-20 points)		
22	Final Score:		/150
23	Percentage:		100%
24	Notes:		
25			
26			
27			
28			
29			
30			
POSSIBLE POINTS		150-135 A	134-120 B
		119-105 C	104-90 D