



Contrast Product Re-Crete 300pts

PROJECT DESCRIPTION

Project Details:

Name:

Media Kit

Dimensions:

Up to your concept

Due:

11/10

Required:

- Concept for product
- Real headline and subheads
- Marketing brochure
- Poster
- Create package for product
- Packaged file
- Separations on poster
- HI RES pdf's of all documents

Project: An office company has come to you and wants you to re-create a look for a certain product. The new look HAS TO FOCUS on the concept of contrast. Contrast can come in many different ways (color, thought, size, etc) think of what you will use for contrast.

You will be designing the packaging for the product, a poster to sell the project and an 8 page brochure to promote the project.

Be as creative as you want, but keep in mind the idea of contrast!

Design: **8 page marketing brochure:** You need to determine what the audience is going to be and what message you are trying to convey by imagery, tag line, etc.

Poster: 10x16. Has to be in the office supply store to promote and advertise the product

Package: Have to redesign the package. Think about how it is going to be represented on the shelf when they are all together as well as how it looks by itself.

Size: To be determined by your concept

- Required:**
1. Create a concept for your packaging, poster, and brochure. Research the product.
 2. All headlines and subheads must be real. All other copy can be dummy copy.
 3. InDesign Packaged file
 4. Printed project (8pg brochure, Poster, Packaging for product)
 5. Written paragraph explaining why this fits to the target audience
 6. HI RES pdf for all pieces of collateral
 7. Logo or name of company

Remember: Research is very important to this and any project. As designers you need to know who your client is and what they are willing to explore. You will need to mock up a sample book, poster, and packaging, that is trimmed to actual size and bound in any style.

Try printing on thinner paper, so when you bind the pages front to back they are not too bulky.

SCHEDULE

Week one (10/27): Bring in concepts/sketches/photos/illustrations

Week two (11/03): Show concepts worked to the computer

Week three (11/10): 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 3

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NAME		DATE SUBMITTED	
01	Concept		/70
02	Where all pieces cohesive		/20
03	Did the style of the design fit the company		/20
04	Type treatment		/20
05	Was the solution creative		/15
06	Use of color		/15
07	Overall design and layout		/50
08	Presented in a professional manor		/20
09	Paragraph explaining your design decisions on the material you designed		/20
10	InDesign File (points below make up total points)		/50
11	a. All fonts and images collected		/5
12	b. Separations for sell sheet		/5
13	c. Document is the right size for the design		/5
14	d. Document uses bleed edge and not margin		/5
15	e. All images are CMYK		/5
16	f. Uses the correct file types (.tiff and eps)		/5
17	g. Any image that is beyond the page boundaries is at least .125		/5
18	h. Brochure all in the same document		/5
19	i. Use of InDesign		/10
20	j. PDF is made correctly		/5
21			
22	No Separations (-10 points). Incomplete (- 50%), Late: (-20 points)		
23	Final Score:		/300
24	Percentage:		100%
25	Notes:		
26			
27			
28			
29			
30			
POSSIBLE POINTS		150-135 A	134-120 B
		119-105 C	104-90 D