

ASSIGNMENT SHEET

DESN 202 – Graphic Design/Visual Communication II

FINAL ASSIGNMENT – Higher Learning Commission Conference Art Contest

OBJECTIVE

Design a graphic that would appropriately symbolize the 2020 HLC Annual Conference and its theme; “*Lead the Evolution*”. The quality of the design should be acceptable to enter the competition.

METHOD

1. Refer to the contest website: <https://www.hlcommission.org/Programs-Events/art-contest.html> for details of the competition and samples of how a previous winning design has been used. Also refer to: <https://www.hlcommission.org/Programs-Events/art-contest-winner.html> for a sample of last year’s winning entry.
2. Create **12 thumbnail sketches** and submit to the instructor for review.
3. Develop **three computer rough layouts** based on the strongest thumbnails. Submit roughs to the instructor for review.
4. Create a **final comprehensive layout** from the strongest rough layout.
5. Demonstrate the versatility of the graphic by creating **at least three comp layouts** based on the examples on the website.
6. Final designs and layouts must be assembled into a single PDF file for presentation and presented to the class.

SIZE/COLORS/FORMAT

You will establish the color scheme that is not tied to the HLC brand. Vector graphics are indicated for use on this project, but raster art could be used.

SCHEDULE/GRADING:

Thumbnails	Thursday, Nov. 29 – during class	10% of project grade
Roughs	Thursday, Dec. 6 – during class	10% of project grade
Comp – Logo	Thursday, Dec. 13 – 8:30 am	60% of project grade
Comp – Uses	Thursday, Dec. 13 – 8:30 am	20% of project grade
Presentations	Thursday, Dec. 13 – 8:30 am	Part of Speaking Intensive Requirement (10% of grade)