

ASSIGNMENT SHEET

DESN 210 – Graphic Design III

DISPLAY CASE GRAPHICS DESIGN PROJECT

ASSIGNMENT:

Create graphics for use in the Student Union display case for the Graphic Design department during the month of November 2015. The graphics should be eye-catching and appealing to anyone who passes through the Union. The graphics should make the career of graphic design look fun and desirable.

The graphics will be modular to save money. The words “GRAPHIC DESIGN” will be spelled out with one letter on each letter size sheets of paper. Each letter must be distinctive and interesting by good utilization of design elements and principles. The overall effect of the letter designs will should be a fun eclectic mix of designs styles and concepts. The designs will be printed on letter paper and trimmed down to the print area.

Other graphics will be utilized in the lower area of the display case to inform the audience about the career of graphic design. These graphics will be provided by the instructor.

If you have a grand concept for the entire design space, we are open to suggestion. Your layout must be comprehensive and include all of the components that will be part of the complete design.

COLOR / SIZE:

CMYK full color / letter size vertical

METHOD:

1. You will be provided two different randomly chosen letters from the title word. You will then select two more letters from the title for a total of four letters to design.
2. Sketch some ideas to get some concepts going. Look for inspiration for different styles and subjects. Please do not use copyrighted characters etc. in the designs. Use only original concepts, but they may be based on existing people, characters, etc.
3. Use Illustrator to create the designs to keep them vector art. This will make the designs smaller in file size and easier to print.
4. Print all four designs on individual sheets of paper. Ensure that the designs fill the print area of the pages.

GRADING

- Designs will be graded based on creativity and design quality based on the criteria listed above. The designs should be fun, but professional.

DEADLINE

- Designs must be complete and printed by the end of the class on Tuesday, October 27 to leave time for the chosen designs to be mounted and trimmed for inclusion in the display to be put up on Nov. 1.