

ASSIGNMENT SHEET

DESN 260 – Graphic Design IV

ASSIGNMENT – Higher Learning Commission Conference Art Contest

OBJECTIVE

Design a graphic that would appropriately symbolize the 2019 HLC Annual Conference and its theme; “Roadmaps for Student Success”. 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 last year’s winning design and samples of how it will be used.
2. Create 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 various comp layouts based on the examples on the website.
6. Final designs and layouts will be assembled into a PDF 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.

SCHEDULE:

Thumbnails	Jan. 16
Roughs	Jan. 23
Comp/Layouts	Jan. 30
Presentations	Jan. 30

GRADING

Refer to syllabus for grading criteria.