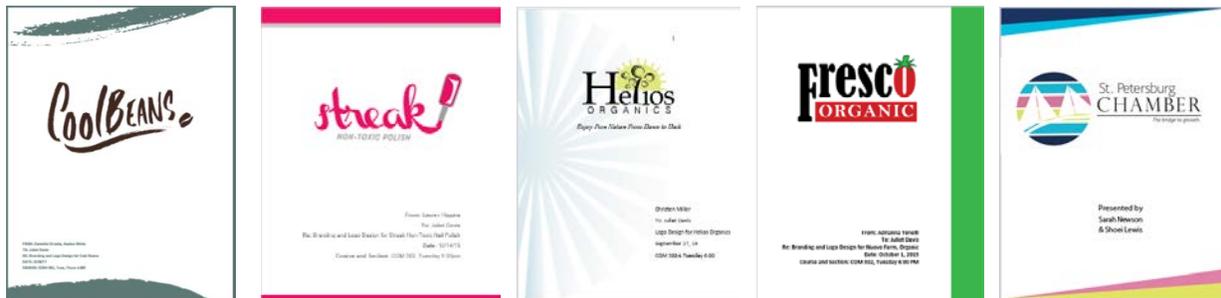


PROJECT 2 | Branding



(Click on reports to open.)

PROJECT 2 | Logo Rubric

LOGO	PTS	Above Average	Average	Below Average
Creativity; Graphic Impact: Unique, Memorable, Appropriate Branding	10	Logo is striking and memorable. It would be distinguished among others in this industry, and it is strongly appropriate for the target audience.	Logo is appealing among others in this industry and appropriate for the target audience.	Logo and/or package design look too similar to others in this industry or are memorable in a negative way or would not be appropriate for the target audience.
Logo Technical Specifications: Simple, Legible, Reducible, Reproducible	10	Logo is simple and legible, would be easily reproduced in black and white, and would be reducible to 1/4" high.	Logo is fairly simple, legible, reducible, and reproducible.	Weakness in one or more areas is present (e.g., logo may be more complex than necessary, a bit illegible, not easily reproducible in B&W, not fully legible at 1/4" high, etc.
Graphics	10	Colors, shapes, typography, and graphic style are highly effective in communicating the intended message. Elements and principles of design have been well utilized. Graphic conventions and trends have also been observed.	Colors, shapes, typography, and graphic style are fairly appropriate for communicating the intended message. Elements and principles of design, as well as graphic conventions and trends may or may not have been closely observed.	Colors, shapes, typography, and/or graphic style should be more appropriate for this industry. Elements/principles of design and/or graphic conventions/trends need to be more closely observed.
Typography	10	Type is concordant or contrasting (not conflicting). Type has been properly kerned, tracked, aligned, etc., as needed. The design is unified (there's minimal trapped white space).	Typography is competent, with one or more minor weaknesses.	Type needs substantial improvement in one or more typographic areas.
Execution	10	The composition demonstrates high proficiency with Adobe tools, is highly polished and professionally executed.	The composition demonstrates average proficiency with Adobe tools and is competently executed.	The composition needs to demonstrate substantially more proficiency with Adobe tools.

PROJECT 2 | Report Rubric

REPORT	PTS	Above Average	Average	Below Average
Design, Typography, Execution	10	The cover design is professional, includes specified information, and adheres to principles for strong page layout. The report features exceptional typography that demonstrates lesson objectives and complements the branding. A quality print-out is provided, and the project has been submitted according to instructions.	The cover design is professional, includes specified information, and demonstrates adequate layout and typography. A quality print-out is provided and the project has been submitted according to instructions.	Stronger cover design, typography, or printing is needed to meet professional standards, or other instructions would need to be met.
Thoroughness Accuracy	10	All areas of the report are answered thoroughly and accurately.	Most areas of the report are answered thoroughly and accurately. Some information could be added or edited.	Significant improvement is needed in thoroughness and/or accuracy.
Clarity	10	The information is clearly written, easy to follow and understand.	Some areas of the report are difficult to follow or understand, but most information is clearly written.	Significant areas of the report are difficult to follow or understand.
Style, Grammar, Mechanics, Spelling	10	The writing is flawless in its style, grammar, mechanics, and spelling.	Most of the writing reflects strong style, grammar, mechanics, and spelling.	Significant weaknesses in style, grammar, mechanics, and spelling are apparent.
Research Citations	10	Research sources are credible, offer valuable information, and are cited properly.	Sources are credible, offer valuable information, but are not cited properly.	Sources are not credible enough and/or do not offer valuable info. Citations may or may not be cited properly.

PROJECT 3 | Conceptual Visuals

● PROJECT 1 ● PROJECT 2 ● PROJECT 3

InDesign and Photoshop or Illustrator

Ad or Magazine Cover

■ **ASSIGNMENT:** Produce a creative, original, attention-grabbing ad or magazine cover (for *The Economist* or a fictitious magazine) that inspires “conceptual elaboration” and appeals to a college-educated audience. Write the headline, create an image (using Photoshop and/or Illustrator), lay out the ad or cover in InDesign, and write a paragraph explanation of your work. Consider playing with surrealism, metaphor, metonymy, reversal, exaggeration, and other techniques for conceptual elaboration discussed in class. The graphic should not merely be a redundant illustration of the headline. If you choose an ad, communicate the main benefit(s)/USP of the product/service. If you choose a magazine cover, the subject matter should relate to magazine and strategically appeal to your target audience. NOTE: The audience median age of *Economist* readers is 47; 81% of readers are male, with average annual household income of \$243,000; 42% are senior management; 52% work for a leading company; 81% participate in a sport; most cite health and family as highest priorities. *The Economist* is considered to be economically conservative and socially liberal.



■ SPECIFICATIONS

- Created in Illustrator or Photoshop, the image will be laid out in InDesign or Illustrator (8.5' x 11" CMYK, 200 dpi).
- The visual composition must be at least 70% original. You may utilize images that you did not create, but they must be substantially altered to make the composition your own, and the majority of the work in the image must be yours.
- The creative concept must be 100% original and materialize through your work. It should not be implicit in outside images.
- You are permitted to incorporate any stock or journalistic images under the auspices of “spec” work.
- Fashion ads are not permitted (they rely on quality models and photography and they don’t usually have headlines). Celebrities and other popular icons are not permitted unless they are used paradigmatically.
- Your paragraph will explain: 1) the news that your cover references or product/service/business your ad promotes, 2) the message you intended to communicate, 3) your target audience, 4) the steps you took to create the work (be sure to explain which imagery is yours and which was taken from other sources), 5) reasons for your design/illustration choices, 6) why you believe this piece will appeal to the target audience, and 7) your perceived strengths and spots for improvement (see rubric).
- When your composition is complete, it will be CMYK 200 dpi (appropriate for print). Save a copy at 72 dpi as .jpg or .gif to upload to Blackboard and the class Facebook group in a document that includes your explanation.

■ DELIVERABLES: Submit the following in hard copy, stapled

- a quality print-out of your project (in color, actual size)
 - a print-out of your submission template, including grading rubrics
- Submit the following in [Dropbox](#) in your student folder called **COM 302 First Name Last Name** (see [instructions](#)):
- a subfolder called **Project 3 Conceptual Visuals – Your First Name and Last Name**
 - a copy of all your files in that folder, including authoring files and a .pdf, with same title as the folder

■ SUGGESTED PROCESS (20 hours)

- Research past covers of *The Economist* (and its articles) or www.adsoftheworld.com
- Start an idea file of news articles, images, and creative work.
- Brainstorm a long list of headlines and visual concepts that might interest you. Choose one.
- Sketch many ideas (on paper and/or computer) and choose one. Draft and revise with feedback.

PROJECT 3 | Submission Template

Name(s): _____

1) Write your paragraph here explaining your work. Take as much space as you need. Include an explanation of:

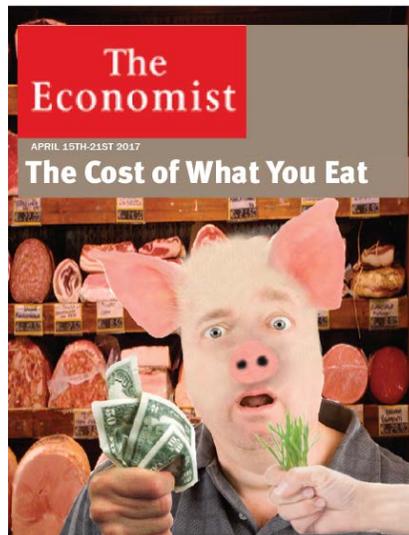
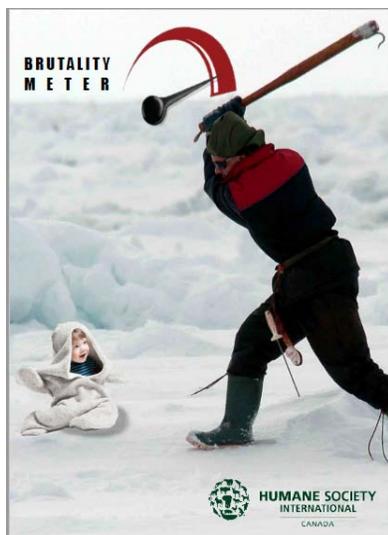
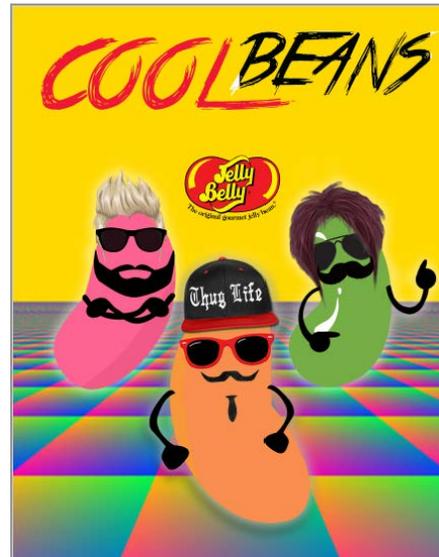
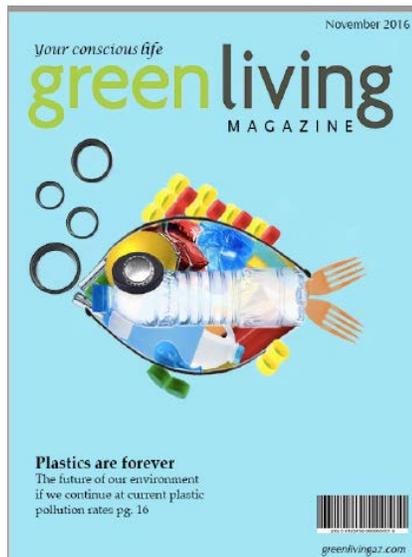
- the news that your cover references or product/service/business your ad promotes,
- the message you intended to communicate,
- your target audience,
- the steps you took to create the work
(be sure to explain which imagery is yours and which was taken from other sources),
- reasons for your design/illustration choices and why you believe they will appeal to the target audience.
- strengths and opportunities for improvement in relationship to the grading rubric.

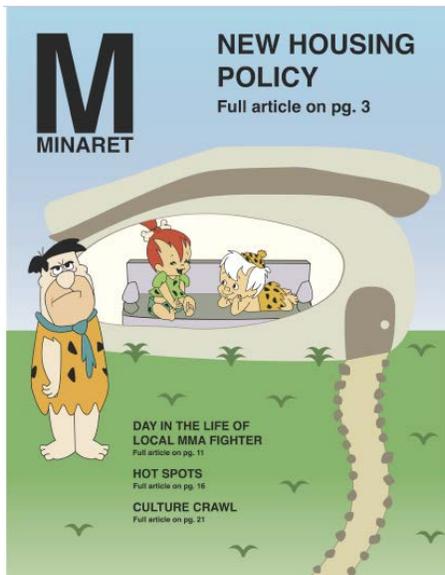
2) Create a .jpg or .gif of your work (File > Export > Save for Web). Insert the image here in this document.

Keep the grading rubric below as part of the file (e.g., on the second page) so that I can use it to make comments.

3) Submit your project as indicated on the assignment instructions.

[Delete the student examples below and insert your own graphic.]





PROJECT 3 | Conceptual Visuals

Magazine Cover or Ad	PTS	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE
Specifications	5	The composition meets all of the specifications and instructions.	The composition meets most of the specifications and instructions.	Important specifications/instructions have not been followed.
Concept	10	The composition is highly creative, engaging, thought-provoking, and current. It would stimulate "conceptual elaboration." It would also "cut through the clutter" of competing media.	The composition is creative and stimulates conceptual elaboration, though it could go further to be even more engaging.	The composition needs to be substantially more engaging, thought-provoking, and/or current to gain and sustain audience attention.
Design Principles	10	The composition utilizes design elements and principles effectively. It demonstrates unity, a clear focal point, and consistent color scheme. Design choices are effective in communicating the intended message and mood. The overall graphic style is contemporary and consistent with the design precedents (e.g., for masthead, typography, etc.).	The composition utilizes design elements and principles fairly effectively. Improvements could be made to strengthen the composition.	The composition needs substantial improvement in the use of design elements and principles.
Strategy	10	The topic, headline, and graphics would be highly appealing to the target audience and communicate effectively to them. If it's an ad, it would be effective in promoting the product/service.	The topic, headline, and graphics would be fairly appealing to the target audience and/or fairly effective promotionally.	The composition needs more strategic work to be appealing to the target audience or promote the product/service.
Execution	10	The composition demonstrates high proficiency with Adobe tools, is highly polished and professionally executed.	The composition demonstrates average proficiency with Adobe tools and is competently executed.	The composition needs to demonstrate substantially more proficiency with Adobe tools.
Analysis	5	The paragraph analysis of the work is thorough, insightful, clear, and well written.	The paragraph analysis of the work is competent. I could be more insightful, more thorough, and/or more clearly written.	The paragraph analysis of the work contains one or more areas of substantial weakness: for example, in thoroughness, clarity, insight, and/or basic writing skill.