

GRA3611 Vector Art Editing

Genevieve Hitchings

mhitchings@citytech.cuny.edu

www.artorium.com/instruction

Semester Project Overview:

Students will be given a product to redesign and create a comprehensive multi-piece marketing campaign to effectively introduce and establish that product in the marketplace.

As our growing human population has to confront the consequences of living on a finite planet, the need to promote environmental responsibilities has greatly increased. Students are encouraged to develop concepts (production included) that are environmentally conscious.

The projects final presentation will be in the form of a project deck and final comps (*if appropriate*).

Definition of a Deck:

The deck is a printed and bound presentation of your final project. The deck should tell the visual story of the development of your designs. The goal is to create an intelligent presentation to show off your work in a coherent and flattering manner.

The final deck (created in InDesign) must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet. The size and orientation of the final piece is up to the student to determine.

Final Deck DUE end of the semester:

Content Must Include:

- Title page
- Copyright page
- Cover page – your name, project name, date,
- Introduction:
 - Statement and description of problem
 - Design Concept
 - Historical overview
 - Assessment of current industry/ marketplace
- Identity Design
 - Branding System
 - Style Guide
- Product Design
- Packaging Design
- Promotional Design
 - Stationery
 - Promotional materials (including merchandise and accessories)
 - Website
- Advertising – three ads same concept different representation
 - Application of ads in different media outlets: Magazine, Billboards (indoor and outdoor), Subway ads, etc.
- Process
- Credits/ Footnotes

Development Considerations:

Environmental/ Eco Friendly/ Carbon Footprint

Symbolic and Iconic Identity

Recycled materials

Recycle-able

Consumer Waste

Production Costs

Production Time

Net Cost

Profit