

GRA3611 Vector Art Editing

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RESEARCH

The Design Brief:

(DUE: week 7 – MID TERM)

1. Statement and description of problem
2. Design Concept – a summary of the solution for the stated goals and objectives of the project
3. Historical overview and context
How long has your product, or a version of your product, been in use?
Trace its lineage starting with the turn of the 20th Century. See if you can find at least three examples of how the design, packaging and advertising have changed over time.
4. Assessment of marketplace
How is your product unique to the marketplace? What other products are similar to yours and currently available? How will your product distinguish itself from competition?
5. Assessment of target audience

Development Considerations:

Environmental/ Eco Friendly/ Carbon Footprint

Symbolic and Iconic Identity

Recycled materials

Recycle-able

Consumer Waste

Production Costs

Production Time

Net Cost

Profit