GRA3611 Vector Art Editing
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Semester Project Overview:
Students will select a product or it's packaging to redesign and create a comprehensive multi-piece presentation that effectively introduces and establishes the product in the marketplace. The project's final presentation will be in the form of a project deck.

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.

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 (work must be created using Illustrator).

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
  - Historical overview
  - Assessment of current industry/ marketplace
  - Design Concept
- Identity Design
  - Branding System
  - Style Guide
- Product Design
- Packaging Design
- Promotional Design
  - Stationery
  - Promotional materials (merchandise and/or accessories)
- Point of Purchase (product display)
- 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	