

## **GRA3611 Vector Art Editing**

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### **Semester Project Overview:**

Students will be working on the design and production of an identity, an advertising campaign, and promotional materials for an assigned client. Students are responsible for collecting research, making presentations, following client guidelines and working with tight project deadlines. The project's final presentation will be in the form of a project deck.

### **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
  - Assessment of Need and Target Audience
  - Design Concept
- Identity Design
  - Branding System
  - Style Guide
  - Stationery Design
- Promotional design - Postcard Design
- Advertisement - Poster
- Credits/ Footnotes