

COMD1162

Instructor: M. Genevieve Hitchings

Educational Health Awareness Booklet - geared at 5th Graders in New York City Public Schools

Overview --- Project 2 (In collaboration with Professor Devers' English Composition 1, ENG 110)

Purpose Work collaboratively to define assignment scope. Come up with effective visual strategy for specified design problem.

"We know that the more children are exposed to nutritious foods, the more they accept and like eating healthy — and it sets them up for a lifetime of healthy eating habits. So our message is stay the course."

— Kristy Anderson, government relations manager at the American Heart Association.

Goal

The goal for the 'Health Awareness Booklet' is to support, encourage, educate and empower 5th graders in New York City public schools to make healthy choices when it comes to food and exercise.

Details

Project 2 is a collaborative project. We will be working with Professor Devers on the content for this booklet. Each of you will be asked to compose and design one page. Each of these pages must detail and illustrate:

1. one activity 5th graders can do that encourages physical movement, and
2. one recommendation to encourage 5th graders to make healthy food choices

For example:

Get off bus one stop early and walk home (Physical movement example)

Eat an apple with peanut butter for snack instead of bag of chips (Healthy food choice example)

Technology

Final work can be created in Photoshop and/or Illustrator using original photography, illustration and/or typography. Students are expected to demonstrate certain techniques that have been explored during class lessons.

Stage 1 (Week10): Establish goals, deadlines, and assignment parameters. Conduct research based on target audience.

Stage 2 (Week11): Design development – organization of visual hierarchy with all the required visual elements. Create three sketches to explore possibilities for your layout. Keep your target audience in mind. Think about how you might chose to use type, photography and illustration. Experiment with a variety of approaches. Don't assume first ideas and solutions are the best. Take chances, you can always tighten things up later. Select a series of words from your phrases, edit the words down to a series of syllables, literal meanings have less significance here. Experiment with type and composition perhaps focus on the expression through the letterforms themselves, as well as through their arrangement on the page.

Three pencil or ink sketches based on the tagline you came up with in class and the content requirements (see below). Sketches can be smaller than final poster dimensions. Vertical or horizontal layout – up to you. I will review your interim compositions (sketches) next week and from there you will begin to develop one final solution of the poster.

Stage 3: (Week12 - 13 DUE): Page Design DUE

The objectives of this project are to discover new relationships between typographic form, space, and structure; and to understand how information can be clarified to create more coherent communication spaces. Layouts must be designed according to specifications that will be announced before sketch work begins.

Stage 4: (Week14 - 15): Production and assembly of final booklet.