

Choice Design Project - Learning Outcomes

CD&T - Craig Kunce

WOW! (Unity)

Does your concept grab the viewer's attention? Does it all go together? Is it clever? New? Do they have to work for it?

Message

What are you trying to say? Must be clear, concise, and helpful to the customer.

Audience

Do you know who they are? What they want? Need? Where are they? How can you reach them?

Design Style

Minimalistic? 1950s nostalgic? Does it reinforce your message and appeal to your audience?

Emphasis (Rhythm)

What is seen first? Second? Third? How do you direct your viewer's eye?

1.

Did you design
**EFFECTIVE
MARKETING
& ADVERTISING
material?**

Layout (Balance)

Did you use an underlying grid or template? Is it repeatable and consistent? Balanced?

Chunking

Is your information delivered in small chunks? Use type, color, art, design elements...

Art / Photos

Did you direct/crop your art and photos to reinforce your message and target your audience?

Color

Do you own one brand color? Is it free to use? Does it reinforce your message and audience?

Typography

Legible? Proofed? 1-2 brand typefaces? Do they help deliver your message to the audience?

2 Are you appropriately using design software?

- *appropriate software*
- *color mode / resolution*
- *tabs / kerning / leading / etc.*
- *efficient workflow*

3 Did you follow a design process?

- *research* • *define*
- *summarize* • *sketch*
- *critiques* • *proof/spelling*
- *design* • *present/sell*

4 Practice legal & ethical standards? Deadlines?

- *original creative work*
- *images/fonts free to use*
- *deadlines met*

5 Explain and sell your creative solutions?

- *group critiques*
- *1-on-1 critiques*
- *present/sell to class*
- *present/sell to client*

Ideas / Critique Suggestions

Choice Design Project - Checklist & Grading

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1. Summary

Grade

Done?

- | | | |
|---|-----|--------------------------|
| 1. Project Objective | / 5 | <input type="checkbox"/> |
| 2. Research | / 5 | <input type="checkbox"/> |
| 3. Concept and Solution | / 5 | <input type="checkbox"/> |
| 4. Brand Message (3-5 words) | / 5 | <input type="checkbox"/> |
| 5. Target Market (10 characteristics) | / 5 | <input type="checkbox"/> |

2. Developmental Work / Sketches / Thumbs

- | | | |
|--|------|--------------------------|
| 6. Complete developmental work | / 25 | <input type="checkbox"/> |
| 7. First Critique - Small Group in class | / 10 | <input type="checkbox"/> |
| 8. First Critique - with Craig | / 10 | <input type="checkbox"/> |

3. Brand Standards

- | | | |
|---|------|--------------------------|
| 9. Logo, typeface, colors (others are encouraged, but optional) | / 25 | <input type="checkbox"/> |
|---|------|--------------------------|

4. 3 Pieces of Marketing Collateral

- | | | |
|--|------|--------------------------|
| 10. Printed Foldable? | / 50 | <input type="checkbox"/> |
| 11. Digital? | / 50 | <input type="checkbox"/> |
| 12. Three Dimensional? | / 50 | <input type="checkbox"/> |
| 13. Second Critique - Small Group in class | / 10 | <input type="checkbox"/> |
| 14. Second Critique - with Craig | / 10 | <input type="checkbox"/> |
| 15. Third Critique - Small Group in class | / 10 | <input type="checkbox"/> |
| 16. Third Critique - with Craig | / 10 | <input type="checkbox"/> |

5. Presentation

Design a unique, consistent presentation on Behance that includes these 5 steps

- | | | |
|--|------|--------------------------|
| 17. Summary (Style and add to Behance) | / 10 | <input type="checkbox"/> |
| 18. Developmental Work (Photograph or scan) | / 10 | <input type="checkbox"/> |
| 19. Brand Standards (Design a unique visual) | / 10 | <input type="checkbox"/> |
| 20. 1-3 Pieces of Marketing Material (create final mockups and photograph) | / 10 | <input type="checkbox"/> |
| 21. Behance Presentation (complete and publish final project presentation) | / 10 | <input type="checkbox"/> |

Two areas done well

- 1 _____
- 2 _____

Two areas to improve

- 1 _____
- 2 _____

Hours Worked

Effort

1 2 3 4 5 6 7 8 9 10