

ON-GOING ASSIGNMENT: Design Journal

EXPLANATION

- The poster at your favorite casino. The menu of your favorite restaurant. The logo of your favorite clothing store. Graphic Design is all around us. It is vital for Graphic Designers to always be mindful of the designs that surround them in their day-to-day lives.
- In this class we will practice keeping an eye out for all the forms of graphic design in the world around us. This assignment will require you to photograph (with a digital still camera, or your cell phone) one example of graphic design per day, as you happen to come across them. The example may be a good design or a bad one, but you must explain why.
- In order to prove that you are actually taking these photographs, you will need to be visible in them.

REQUIREMENTS (WEEKLY)

- 7 photographs of graphic design in your world, good OR bad. (ie, logos, flyers, posters, billboards, brochures, signs, business cards, magazines, books, etc). They need to be JPEG files. Name your files (1.jpg, 2.jpg, 3.jpg, etc)
- A brief paragraph (3-5 sentences) about each piece explaining why it appealed to you, or why it didn't appeal to you. You can use a TXT/RTF/DOC(X) file for this. Number your paragraphs according to the photo they correspond to (1, 2, 3, etc)
- Put all your JPEG and your TXT/RTF/DOC(X) files into a ZIP folder, and upload them to Portal

DEADLINE

DUE: Every Wednesday at the beginning of class, for the entire term.

KEEP IN MIND

- Each week is a different Assignment grade
- This assignment is to train you to look at the designs all-around you, as such, I will not allow random pictures to be pulled from the internet and deceptively used examples of design from your day-to-day life. This is why it's required that you are visible in each entry.
- There will be 15 point loss for every missing entry (under 7)