

PROJECT #1: What is Graphic Design?

PROJECT DESCRIPTION

- In your own words, answer the question, “WHAT IS GRAPHIC DESIGN?”. As a creative challenge, you are NOT allowed to use the words “visual” or “communication.” (10 word minimum)
- In a creative style that is entirely your own, brainstorm ideas for a poster featuring your personalized definition of GRAPHIC DESIGN. Be as creative, simple, clean, elegant, modern, as you like. But, be prepared to talk about why you made your design choices. Build on one idea, and sketch it out.
- Design/layout refined sketch in Illustrator, Photoshop or InDesign.

OBJECTIVES

- Think critically about what the definition of Graphic Design
- Practice creative conceptualization
- Gauge your skills and knowledge of design and software, at the start of this course

SPECS

18”x24” - landscape or portrait
Color
300dpi

DELIVERABLES

Do not print!

DIGITAL COPY: 18”x24” JPEG

PRESENTATION: Talk about your poster, and explain your design decisions and how they reflect your personal style

DEADLINE

MONDAY, JUNE 13 - 11:45 AM

Be ready to present your project at the beginning of class.

GRADING RUBRIC (total points: 100)

- 50 - Poster design: evidence of design elements, properly used
- 20 - Personalized definition of Graphic Design
- 20 - Class presentation
- 10 - Evidence of sketches and conceptualization