



## The project:

- Create a concept for, and design an informative poster/banner to be displayed in Graphic Design classrooms, featuring a creative visualization/interpretation of the GRAPHIC DESIGN PROCESS

## What does my business do?

- WADSWORTH/CENGAGE PUBLISHING
- Book publisher
- Since 1974
- Specialize in quality textbooks written by notable industry professionals

## What are the goals?

- Inform/educate... maybe even **entertain** Graphic Design students about the design process
- Establish WADSWORTH as a credible source of textbooks for Graphic Design STUDENTS –AND– professors. We are looking to expand our textbooks into the market of Graphic Design

## What are you trying to communicate?

- We are hoping that this poster/banner will not only be informative, but evoke the style and flavor of the Graphic Design textbooks we hope to sell. Graphic Design students and professors should be impressed by the poster.

## Who is the target market?

- Graphic Design professors
- Graphic Design Students
  - ▣ We need sample profiles for these.

## COPY/BACKGROUND

- You can choose copy for any of the source material:
  - LANDA: Pages 77-102

## What are the specifications?

- 18"x48" (tall OR wide, depending on the needs of the concept)
- Full color
- Will be printed for use on the walls of Graphic Design classrooms
- If you want to use PHOTOS, they must be original photos taken yourself

## Good examples

- Coolinfographics.com

## BAD examples

**CAR WASH**  
**SATURDAY JUNE 8, 2006**  
**FIVE DOLLARS**  
**8:00 AM - 6:00 PM**

**THE CENTRAL DAUPHIN HIGH SCHOOL TECHNOLOGY EDUCATION DEPARTMENT IS IN THE PROCESS OF RAISING MONEY FOR A NEW VANS.**

**DONATIONS WILL BE ACCEPTED**

**PLAZM SLACK FEST**

**featuring**  
**IOMMI STUBBS**  
**TWO LEGS BAD**  
 David Walker  
 Sean Harrison  
 Carl Hammi  
 Matthew Hien  
 Reuben Nisenfeld  
 \$2  
**APRIL 18, 7PM X-RAY CAFE**

join the movement! don't do anything!

## BAD examples



## What is the time scale? Deadline?

- We want to sign off on:
  - PROPOSAL: Friday by 11:59
  - CONCEPT IDEA: Monday
  - COMP: Monday
- Present your final work to us **NEXT WEDNESDAY**