

Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. This can include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

[Single Female and Male people between 25-34 years old with a low to medium income who reads magazines and use social media such as Facebook.]

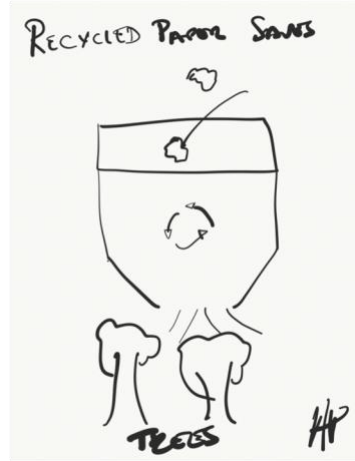
Message

After determining your audience, you will want to solidify your message. What is that one thing you want to communicate to your audience through your design?

[Increase the use of Recycled paper to reduce the number of trees that are cutter every year.]

Sketches

All layouts and designs required for the final project should be planned before you start working on the draft. To do this you will need to sketch out at least 3-4 variations for each layout or design. Include as many of the minimum project requirements as you can in a sketch. (Magazine Spread Project: 3 variations x 3 required pages = at least 9 sketches; Icon Set Project: 3 variations x 4 icons = at least 12 sketches; Creative Ad Project: 3 variations x 2 sizes = at least 6 sketches; Slide Design Project: 3 variations x 6 slides = at least 18 sketches)



Start Project Draft

After you have finished sketching you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Typography (where applicable)

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you can delete or leave this section blank.

Typeface #1 Name: HP Simplified

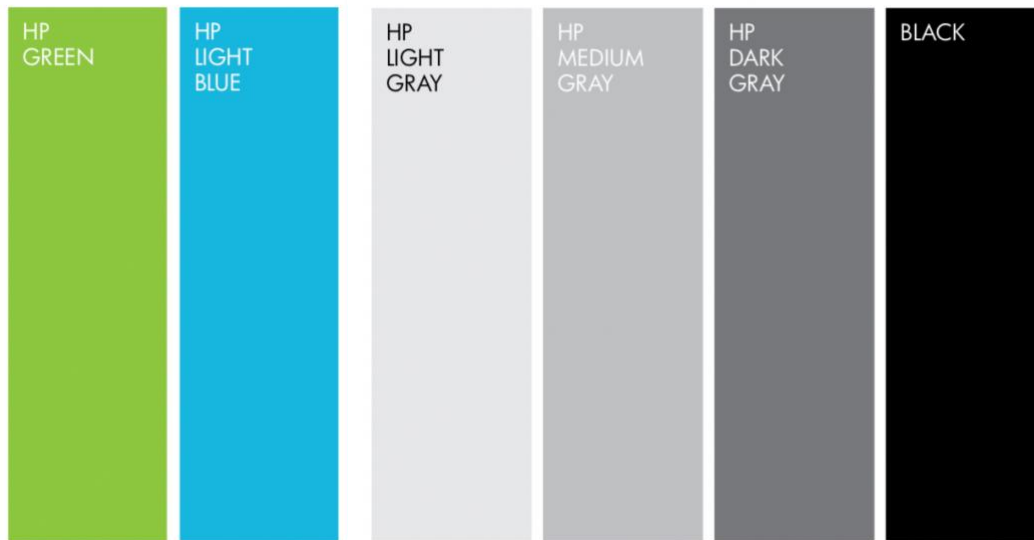
Typeface #1 Category: Sans-Serif

Typeface #2 Name: HP Futura

Typeface #2 Category: Sans-serif

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.



[The intention is to use the green color as an ecofriendly product. The Blue, greys, and black colors will be used to make contrast and follow the companies standards.]

Critique Initial Post

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread (depending on class, Discussion Board, Facebook or VoiceThread). Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.



Part 1 Submission

Save this document with Part 1 completed as a PDF (File -> Save As -> File Format: PDF)
Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Attribution

Insert photography attribution here. Insert each image used in your project. Provide a link that brings up the original image download page. (See project requirements to determine which type of photography you can use for this project.):

- **No Photography:** Some projects will not allow the use of photography. Leave this section blank if there is not photography for the project.
- **Personal Photography:** No link is necessary, but the images should still be included. These images should be clearly labeled that they were taken by you.
- **Borrowed/Purchased Photography:** Where permitted by the project, you can borrow or purchase photography. If borrowed you will need to make sure it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased images will still need to be given attribution. Both types will need a link to the original download page that showcases the used image.



HP Inc. logo
Credit: HP Inc.
https://de.wikipedia.org/wiki/Datei:HP_logo_2012.svg



Crumpled Paper Ball
Credit: Nacroba
Purchased from: <https://www.istockphoto.com/gb/photo/crumpled-paper-ball-gm453223207-25712532>



Deskside Recycling Trash
Credit: Rubbermaid Commercial Products
https://images.homedepot-static.com/productImages/4a4f493c-3324-4e7a-9401-e0e9b07461ef/svn/rubbermaid-commercial-products-recycling-bins-fg295673blue-64_1000.jpg



Tree in hand

<http://www.shsplayhouse.com/wp-content/uploads/2016/04/holding-tree-800x445.jpg>



Tall Grass Field

http://laoblogger.com/tall-grass-field-clipart.html#gal_post_180121_tall-grass-field-clipart-1.jpg

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

Using the idea of recycling to save trees or helping the planet by recycling can influence in the audience who represents the highest index of office employees. They have an associates degree, meaning that they are educated persons who easier will make concise about using recycled paper instead of the normal paper. The target audience has a low and medium income, keeping the design simple, without any fancy or expensive objects in the ad, will keep the attention of the user.

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

A grass background has been added and a black multiply layer was overlapped in the background. This created a darkness effect letting some of the background to show. The dark layer was erase using different opacities of eraser to keep some black color and add affect of light coming from the bottom of the recycled bin to the bottom edge of the image. The opacity erase was increase as the erase process was moving to the bottom edge.

A darker type layer filled with the official dark blue color for the company was overlapped to the recycled bin to make the trash can more equal color to the background and keep the tree as

a brighter object.

The font face was changed to the know and official typeface if the company. The green color was added to the paper features to contrast from the other text lines.

A green stretch width the company logo transparent following the company standards.

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

Color: The official green HP color was used to show and contrast the eco friendly feature of the paper. The Black color makes all the objects to contrast.

Alignment: The text was aligned to the top left corner to create a strong line.

Typography: The use of different weights of the same typeface help to contrast from one line of text to the other one. Using a sans-serif font, make the text easy to read.

Part 2 Submission

Save this completed document as a PDF (File -> Save As - > File Format: PDF)

Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.