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.

[The audience will be a young and young adults people between 15 and 30 years old that are interested in outdoor activities for Spring Brake or Summer.]

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?

[I want create a printed ad to show or introduce a camping site and present the possible activities in place.]

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]

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.

[Insert screenshot of color scheme here]

[I used colors related to the camping activity. The Moon has to different highlights and shadows

of a color to add a more realistic finish. The same with the bonfire to show a more realistic flame. Backpack, mountains, and tent, keeps two or three colors to keep the design clean.]

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.
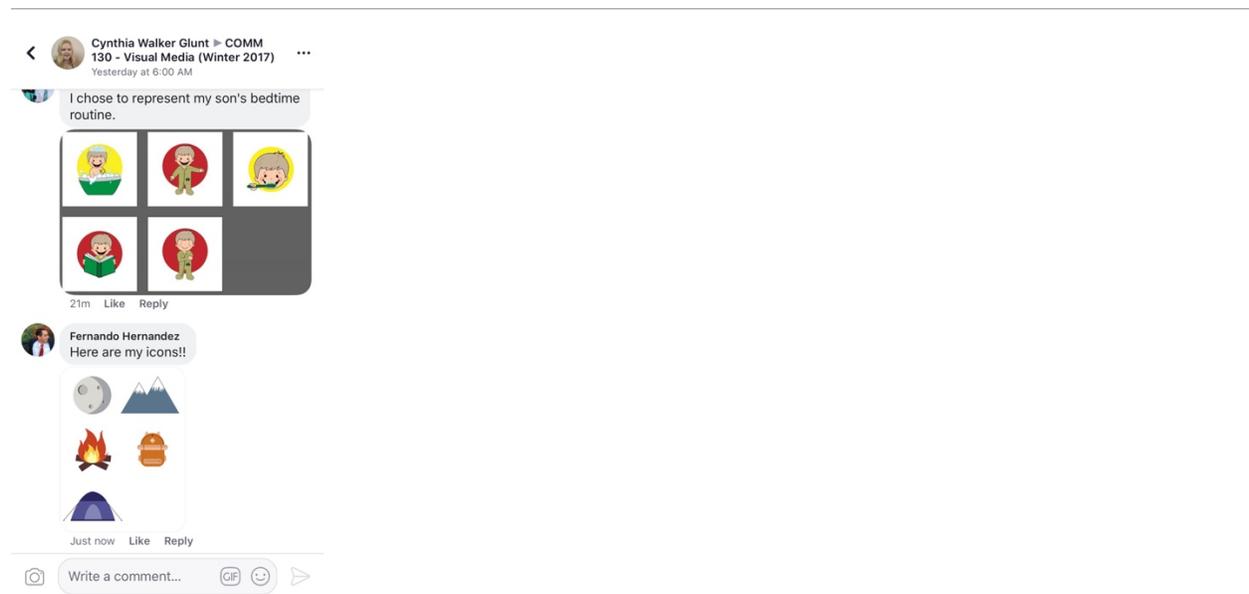
Part 1 Submission

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.

[Insert each image used. Also, insert a link to the original download page if required in the instructions above.]

Target Audience Appeal

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

[I created icons related to different items can be found during a camping activity. The icons present good memories during the camping, like spending time in a bonfire, or see the bright moon on the sky.]

Main Design Decisions

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

[I disabled one of the shadows in the moon to make it look more as 2D draw so the designs are in the same dimension. I added a new icon to help the icons be more related.]

Design Analysis

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

[The designs use simple shapes and single colors without stroke to create a simple and clean icon. The color combinations are used to encourage the user to participate in those activities.]

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.