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.

[Man and Woman from 12 to 30 years old with a low and medium income. Specially those who are students, teachers or work in an office where this product is most common used.]

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?

[Using Staedtler Highlighters will make easier to find important things, taking about special words or phrases in a text but using street lines and icons share the message.]

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)*

Mark your territory
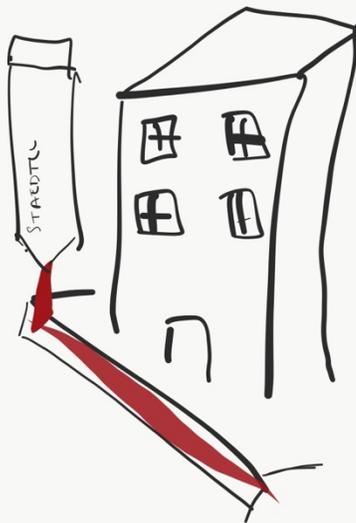
STAEDTLE

STAEDTLER

PARKING

STAEDTLER

STAEDTLER

ENLIGHT YOUR PATH

STAEDTLER

STAEDTLER

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: Chalkduster
Typeface #1 Category: Decorative

Typeface #2 Name: Arial
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.

[I will use a black and white image or effect in the entire image, the blue color is the color from the highlighter, we will use this color to create a great contrast.]

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.
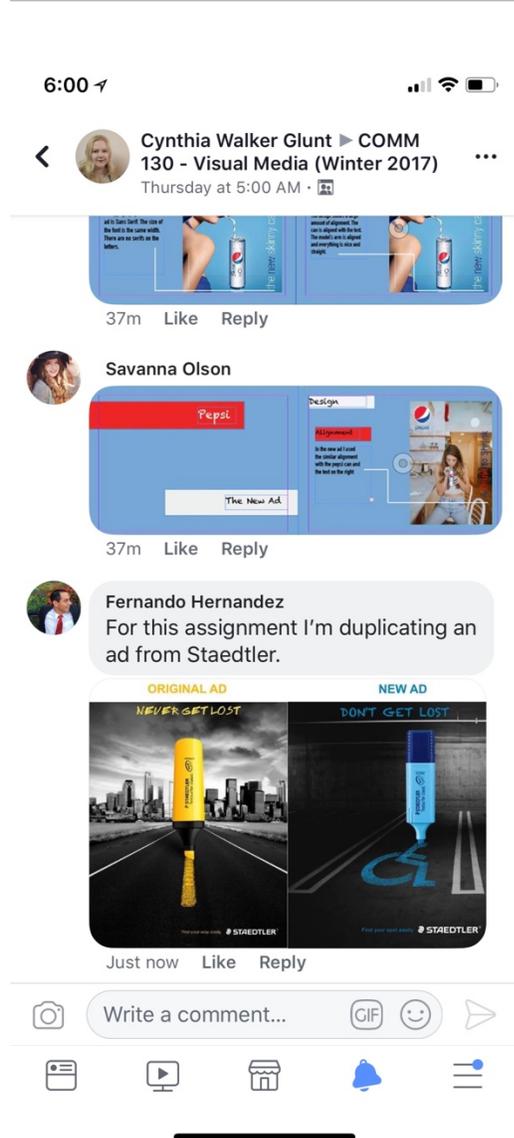
Part 1 Submission

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.

Parking Lot
https://justthebiz.co.uk/wp-content/uploads/2017/03/parking-parking-lot-underground-garage-2-1080x675.jpg

Highlighter
https://cdn-reichelt.de/bilder/web/xxl_ws/E410/364300001.png

Handicap Symbol
https://upload.wikimedia.org/wikipedia/commons/0/0c/Wheelchair_symbol.svg

Staedtler Logo Blue
https://www.staedtler.de/de/shop/mars-comfort-556-zirkel-556-00-n3.html

Staedtler Logo Black
http://trinidadbrands.com/images/bt_media/images/large/d214a5e7c0224113428ab340b440203b.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.

Most of our audience are woman and man who work in offices where highlighters are commonly use. The use of a handicap sign drew with this product could catch the attention to the user and be a remainder to them when they see the same sign on the streets. Designs with great contrast were the product is the center subject call the attention of the user.

Main Design Decisions

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

I modified the light in the background to make it look closer the original ad. The text was modified from "Don't get lost" to "Never Lose Place" to have the words closer to the original ad without sound similar. The slogan and company logo were made smaller to be more consistence with the original ad.

Design Analysis

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

Typography: The use of a sans-serif handwritten typeface with texture creates a style. The text and the handicap sign were made with the same highlighter.

Contrast: The use of a black and white background with a colored subject, creates great contrast to the image.

Leading Lines: The lines that divides the parking spots lead the user view to the subject.

Rule of thirds. The market is placed in the right vertical line.

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.