

MOTHER

Project Number Three | September 20 - October 13

WORTH 100 POINTS

FALL 2004

ADVANCED GRAPHIC DESIGN I
NORTHERN KENTUCKY UNIVERSITY

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RADIAL CATEGORIZATION? { *Used in the cognitive sciences, radial categorization is defined as sharing some characteristics with the central case but differing in some characteristics. In other words, to categorize things that are similar (or have a close relationship), but not exactly the same.*

01 ASSIGNMENT : MOTHER PROJECT

To brainstorm, research, conceptualize and implement the name and visual identity of a fictitious musical group. Everything about the band will need to be created, including: band members, genre of music, names of songs / lyrics, where they are based, etc.

The pieces to be created / designed for this project include a logotype, poster / concert advertisement, CD and CD case, T-shirt and all-access pass.

Try to avoid the use of stock illustration & photography, as most bands want to be seen as unique and original.

02 PROJECT TIMELINE : DUE DATES

- **September 20 : Brainstorm (create radial categories)**
Brainstorm - create a list of 70 possible band names through the use of radial categorization.
- **September 22 : Discuss Radial categories, begin Project outline and Style board**
Radial categories - be prepared to discuss your brainstorming, as well as in-depth details for a few of the potential band names.
- **September 27 : Present Project outline and Style board**
Project outline - should include all the vital band information, musical genre, and any sort of story-telling necessary to create a sense of reality and better understanding of the band, which will help in designing the visuals; you should also determine your own schedule for completing the assignment on time.
Style Board - 15" x 20" black illustration board (leave a 1.5" all-around border). Style board should indicate the overall mood and visual style of your proposed band. Contents of the board should include considerations such as color palette, fonts, imagery, as well as any other necessary design elements.
- **September 29 : Show sketches**
Show sketches - show a minimum of THREE different visual ways to depict the overall look of your musical group, as would be applied to the CD case and poster.
- **October 4 : Present Complete layouts**
Complete layouts - each project should be presented in its entirety; start to address final revisions and production issues.
- **October 6 : Final revisions / Production issues / Photography**
Final revisions / Production issues / Photography - all Design, Revision and Production issues need to be addressed; establish how the project will be photographed for portfolios.
- **October 13 : Project Due (Final Critique)**
Project Due - Project is to be turned in at the end of critique.

03 PRESENTATION : GUIDELINES

Project should be mounted in accordance with the rest of your portfolio, and photographed to show the 3-dimensional quality for slide/digital image purposes.

04 GRADING : A B C D F

Project worth : *100 total points*

Radial Categorization :	<i>10 points</i>
Outline :	<i>10 points</i>
Style Board :	<i>10 points</i>
Concept and Design :	<i>60 points</i>
Presentation and Craft :	<i>10 points</i>

