

# **MADLY LIBERATED**

*Project Number One | January 11 - February 03*

**WORTH 100 POINTS**

**SPRING 2005**

**ADVANCED GRAPHIC DESIGN II  
NORTHERN KENTUCKY UNIVERSITY**

**tom davie, instructor**  
*daviet1@nku.edu*

## (UN)NECESSARILY DEFINED

**Noun** - 1. A word that can be used to refer to a person or place or thing. 2. A word that can serve as the subject or object of a verb. *Sidewalk, umbrella, bridle, bathtub, and nose are nouns.*

**Verb** - 1. A word that serves as the predicate of a sentence. 2. A content word that denotes an action or a state. *Run, pitch, jump, and swim are verbs.*

**Adjective** - The part of speech that modifies a noun. *Lumpy, soft, ugly, messy, and short are adjectives.*

**Adverb** - The part of speech that modifies a verb, adjective, or other adverb. *Modestly, stupidly, greedily, and carefully are adverbs.*

**Geographical Location** - Any sort of place: a country or a city (*Spain, Cleveland*) or a room (*bathroom, kitchen*).

**Exclamation or Silly Word** - Any sort of funny sound, gasp, grunt, or outcry. *Wow! Ouch! Whomp! Ick! Gadzooks!* are exclamations and silly words.

### 01 ASSIGNMENT : MADLY LIBERATED

To create a project using the text from the Mad Libs hand out as your guide. The Mad Libs story must be fully contained within the project – although additional text may be added to complement, contradict or add to the original concept of the story. To complete your Mad Libs story, you must interview someone not involved with this class.

Carefully consider design style, imagery and typography for this project. This project should be viewed as fun, but it is not a joke, and should not be treated as such. Challenge yourself conceptually to create a project that can be considered insightful, intelligent and visually sophisticated. There is no reason that a child's game cannot be the foundation for a well thought-out design project.

Mad Libs should be given a trademark credit line somewhere in your final project.

### 02 PROJECT TIMELINE : DUE DATES

- January 11 : Project description, Brainstorm and Research

**Brainstorm** - List as many project ideas / concepts as your brain allows.

**Research** - Library, Internet and periodical research may need to be completed to fully develop your concept and design / image research.

January 13 : Project story and outline

- Project Outline - (No more than 2 pages)
  1. Include completed Mad Libs story
  2. Describe in detail the final project concept / idea, including how the Mad Libs story is to be integrated into the design and format
  3. Describe how the concept has driven the format for the project (ie. what form will the final project take: book, brochure, packaging, poster, etc.)
  4. Describe the anticipated size and method of production
  5. Prepare a timeline to ensure that your project is completed by the February 03 due date
  6. Identify any issues you would like to discuss or any problems you foresee
  7. Include research sources

02 PROJECT TIMELINE : DUE DATES CONTINUED

- January 18 : Thumbnail / Rough Sketches, Content Assessment  
Initial Thumbnail / Rough Sketches - *Present preliminary sketches*  
Content Assessment - *Review quality and quantity of project content (Individual meetings)*
- January 20 : Design Layout  
Design Layout - *Design style should begin to develop*
- January 25 : Preliminary Design Review, Group Critique  
Preliminary Design Review - *Design style and text content should be present*
- January 27 : Continue Layouts  
Continue Layouts - *Each project should be close to being presented in its entirety; start to address final revisions and production issues. (Individual meetings)*
- February 01 : Final Revisions / Production Issues / Photography  
Final Revisions / Production Issues / Photography - *All Design, Revision and Production issues need to be addressed; establish how books will be photographed for portfolios*
- February 03 : 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 and for slide/digital image purposes

04 GRADING : A B C D F

Project worth : *100 total points*

---

Story & Outline :	<i>10 points</i>
Sketches & Research:	<i>10 points</i>
Concept and Design :	<i>65 points</i>
Presentation and Craft :	<i>15 points</i>