

# **PRODUCTION - FINAL PROJECT**

*Project Number Three | March 30 - May 02*

**WORTH 185 POINTS**

**SPRING 2005**

**GRAPHIC DESIGN PRODUCTION  
NORTHERN KENTUCKY UNIVERSITY**

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01 ASSIGNMENT : PRODUCTION FINAL PROJECT

Each student will select, research and complete one of the following final project options :

**Option 1 : Annual Report**

**Color Usage :** 2 - 4 spot, or 4/c process

**Size :** Up to 9" x 12"

**Binding :** Determined by individual

**Pages :** Cover, table of contents, letter from CEO, 6 body pages, 4 financial pages (minimum)

**Content :** Annual Report will be designed for a fictional company of your creation

*You will need to create a company name, logo / logotype, specialization (what service does the company offer?), historical / company information (which needs to be created), and overall design look and color palette. Look to competitive companies for visual research and informational content.*

*A company overview and a list of competitive companies should be included within your written outline.*

**Option 2 : Poster Series**

**Color Usage :** 2 - 4 spot, or 4/c process

**Size :** Up to 24" x 30" (15" x 20" minimum size)

**Number of Posters :** 4 (minimum)

**Content :** A series of posters that serve as a call to action; focus of the series can be : a corporate branding / advertising campaign; a political or non-profit cause; a fictional or proposed product line.

*You will need to determine the focus, organization and concept of your poster series, as well as conduct appropriate research to solidify the content and visual style. A detailed description of your series should be included within your written outline.*

**Option 3 : Promotional / Marketing Campaign**

**Pieces :** Logo, Tri-fold brochure, Single-fold brochure, Poster, 1 Merchandising product  
*(proposed additional / alternate pieces will be considered for swap-out)*

**Color Usage :** 2 - 4 spot, or 4/c process

**Size :** Various

**Content :** A promotional campaign re-design for an existing company, or a campaign for a fictional / proposed company of your choice.

**Existing company :** *You will need to re-draw the company logo / logotype, research company information and current visual style and look to competitive companies for additional visual research. The goal will be to improve upon the existing visuals / marketing campaign.*

**Fictional company :** *You will need to create a company name, logo / logotype, specialization (what service does the company offer?), historical / company information (which needs to be created), and overall design look and color palette. Look to competitive companies for visual research, and informational content.*

*A company overview and a list of competitive companies should be included within your written outline.*

**Application Usage :** Illustrator, InDesign and Photoshop

02 PROJECT OUTLINE : FRAME WORK

Project Outline - (No more than 1 full page)

1. Identify which option you have chosen to pursue
2. Include company name, description and relevant background information
3. Describe in detail the final project concept / idea
4. Describe the anticipated visual style (color, design, historical influence)
5. Determine that you can successfully complete your proposed project by the May 02 due date by creating a personal timeline
6. Identify any issues you would like to discuss or any problems you foresee
7. Include research sources (where your source material was / will be found)

03 PROJECT TIMELINE : DUE DATES

- March 30 : Project introduction, Brainstorming, Research
- April 04 : 1 Page written project outline, Research, Initial Sketches
- April 06 : Individual meetings, Ball - McIver (12 students)
- April 11 : Individual meetings, Meinerding - Wells (12 students)
- April 13 : Intermediate Critique, Ball - McIver (12 students)  
*On this day only these twelve students need to attend class.*
- April 18 : Intermediate Critique, Meinerding - Wells (12 students)  
*On this day only these twelve students need to attend class.*
- April 20 : Project content / layout completed
- April 25 : Project revisions, Production of files
- April 27 : Production of files, Printing
- May 02 : Project #3 Due - Final Critique & last class meeting

04 PRESENTATION : GUIDELINES

Determined on an individual project basis

05 GRADING : A B C D F

Project worth : 185 total points

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Written Outline :	10 points
Research :	10 points
Sketches :	10 points
Production Files :	50 points
Concept and Design :	50 points
Presentation and Craft :	15 points
Printer Specification Sheet :	25 points
Separations :	10 points
CD & Content List :	5 points