

Goal: Invent a **product or a company** and market it.

## Self-Improvement (Opt. 1)

Imagine you could invent one product to improve your life in any way. This product can be physical, emotional, practical, or fantastical. Name your invention and design a package/ promotional campaign to promote and contain this missing "thing." Your packaging should reveal the intent of the product and the motivations of its production company (you).

1. A logo for your item
2. A product package for your item
3. An 11x17" promotional poster revealing your item, explaining it and marketing it. (Alternately, you can choose another form of advertising.)
4. A mockup website for your product. It does not have to be functional. Minimum of 3 pages to be printed out.

## Invent a Company (Opt. 2):

1. You will create a logo for the company.
2. You will create a piece of advertising for the company to showcase its goods or services, format of your choice.
3. You will create a mock-up website for the company. It does not have to be functional (but for extra credit it can be.) You should create images of the site in a graphic program, at least 5 pages that can be printed out.

## Dates:

**By Monday, Oct 31** : Your product or company idea

**By Thursday, Nov 3rd** : Sketches of a logo and product packaging idea to be shared with the class

**By Monday, Nov. 7th** : Sketches of your advertising concept, logo digitized

**By Thursday, Nov. 10th**: Sketches of website, packaging digitized

**Monday, Nov 14 (My Birthday)** : Last chance to get feedback before due date!

## Technical Specs:

- CMYK color modes
- 150+ ppi resolution
- All materials must be printed out in color and pasted onto black mounting board. Your website pages can be pasted on the same board. Margins should be 1/2 inch on each side.

Mounting board can be purchased at numerous locations around the city including Staples, Art Supply Warehouse (14 Imperial Pl), and Art Studio of Providence (17 Peck St., right off of Weybosset, near the Arcade)

- Your name must also be pasted onto each mounting board, typed out, in the bottom right corner.
- Your printed materials must contain your logo- and the company or product name as well (unless your logo is somehow also your company name, like IBM's)
- Bring any unusual fonts with you on the disc you use to the printer, or make a PDF.
- Logos do not use photographic images. Yours must contain only graphic elements.

## Tips:

