

Think of this as a menu (although I'm sure you're sick of those.) You have your choice of projects. All prints are to be done in color and all submitted CDs must be labeled and turned in with a case. No unlabeled CDs without a case will be accepted.

**\*Rough draft of project due Monday, Feb. 13th. You will share your progress with a group of classmates and turn in this draft to me on CD (yes, in a case). I will review it and offer suggestions in a meeting with you. You'll have *two* meetings with me total.\***

**Game Design:** Invent a board game including logo, rules, and pieces. It is recommended that you draw rough sketches first in order to fully develop your concept. The game should be well designed and thought out and the class should be able to play it- which we will, during the final period. This is a tough one but if you are willing to take a risk it'd make a great portfolio piece. You must show me your initial concept sketches. Along with your project please turn in a typed sheet explaining how your game differs from existing ones in the market/ who is its intended audience, and how your design targets that audience.

Game concept must be turned in as a physical piece in color. This option may be worked on with a partner.

**Cookbook:** Design a cookbook based around a theme of your invention (Cooking for college students? Irish Cuisine: Beyond the Potato?) You can gather recipes from any source be they family or personal recipes, online sources, and physical cookbooks (but try to mix and match if not using all family recipes so you're not just ripping off an existing book.) The book should be fully developed as a design piece. This means finding royalty free images or taking your own, laying out the pieces in an inventive way, etc. Along with this piece must be a typed document summarizing existing cookbooks that are similar and explaining how yours is different from them/ why it is useful. Also explain target audience and how you are marketing to them in particular with your design choices.

Book must be printed out in color, and a minimum of 10 pages.

Your cookbook must be polished and professional looking. Quality of product will be a big factor in your grade. This piece is harder than it might initially seem, because you'll have to try to make a cookbook exciting and inventive as a design piece.

\*Bonus points if you prepare one of the items in the book for the class to sample when you present it.

**Market yourself:** When a product (like Crystal Pepsi, which was awesome) is introduced, the parent company's marketing staff comes up with a way to "brand it to the consumer". They choose an angle from which to In this case you are the product and a potential employer is the consumer. Come up with a marketing campaign for yourself incorporating your resume, portfolio, and any other gimmicks you want to throw in, such as follow-up cards to send after an interview, business cards, etc. Think of creative ways to present your portfolio and resume. Make your target audience want to "buy". Get inventive with layout and format, etc. Can your resumé be folded into an origami crane if the interviewer follows six easy steps? Do it!

(Is it possible to produce marketing collateral that your audience would want to *keep* even if you don't get the job?)

\*Only original artwork can be used in this piece. You will need to find a way to do this project without stock photography- Try taking your own pictures.

(You can also market yourself to an audience other than a potential client/boss if you're looking for a little fun and humor. One former student marketed himself to "the ladies".)

Some pieces can be turned in digitally on a CD, but anything that makes sense to be printed out should be, in color- such as a business or follow-up card.

**E-commerce:** Either invent a company based on a void in the consumer market (do a little research and brainstorming if you can't already think of one), or

redesign a company's existing website using your own graphics and photos. You should re-do their logo as well. This site must work regardless of what program you use to design it (Flash, a code editor, or WYSIWYG) A good place to start is identifying problems (usability issues, ambiguous message or intent) with the current site. Part of this project will be a typed 1-2 page document explaining the shortcomings of the current business' website and how you solved them, OR if you invent a company, a document of the same length explaining who the competition is in the field and why you are different / how you either do what they do better or fill a niche that they don't fill.

Your business can be humorous or weird, but it should be portfolio-safe and you must be able to make a case for it succeeding. Think of your classmates and me as venture capitalists who might fund you, or if you are an existing company, the board of directors who could veto your re-brand.

You may submit this project on CD.

**Propaganda:** Pick a social or political issue that is important to you and develop a public campaign for it. This is a very creative project because *you* will decide how to bring the message out to the people- but you must have at least **four** pieces of design collateral. Consider- a flyer (must be in a format that can easily be mass-produced – but can you design one that people will actually take from you? One that they'd keep?) Posters are good- billboards are good, signs are good, websites are good. Where can you reach people? How? How do people get the word out about an important social issue?

At least one of your materials must either be distributed (you can hand out flyers) or put up in a public space. Take a photograph of the process to turn in with your project.

Part of this project will be to turn in a typed sheet explaining your social issue, your stance on it, and how your solution will work to persuade others and get the word out.

At least one piece must be printed in color; the rest can be submitted digitally in PDF format on a labeled CD in a case.

*Suggestions:* Media and anti-trust: How can we protect the independent voice in media when giant conglomerates own almost everything?

Music Piracy: Are labels looking out for the interest of their artists? Or their own?

Big Business: What happens to the local coffee shop when Starbucks moves in?

Etc. etc.

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Part of the critique process will be the class evaluating your success in an essential area: "Are they buying it?" (in both senses of the phrase)

Does it speak to it's intended audience? Does it communicate effectively? Does the aesthetic match the communication goals? 🚩