

Assignment 5. Promotion Design

Students will experiment with various promotion designs such as advertising and package design for business purposes. Students will explore design strategies in business marketing, in which consumers are looking for the value of service throughout visual information. Successful promotion provides powerful communication and will bring benefits from other competitive businesses.

A: Consideration of visual concept development

- 1) **interactive communication:** Consideration of visual unity and harmony between 2D layout and 3D mock-up is an important task in idea development. Interactive function and aesthetic visualization brings a good attention to consumers. Discover inexpensive production with innovative 3D constructions.
- 2) **Craftsmanship:** All final submissions require printout in actual size. Consideration of choosing paper, printing, paper construction in 3D Mock-up such as trimming, cutting, and gluing parts are important to conduct creativity along with layout designs.
- 3) **Advertising:** Advertising is comprised of both 2D print and 3D sculpture, and multi-media. Clear and unique concept always makes consumers to memorize long period time. Successful advertising also brings attention to social community as an issue or trend so that business become iconic leader compared with other brands or company. Discover the most effective visual concept for each media.

B: Design Process and Guidelines

- Step 1) Research:** Conduct library and online research to collect references of design examples. Students must show and explain design plans in individual meetings. Failure or a lack of research will affect the final grade.
- Step 2) Idea sketches:** Have at least three (3) idea sketches per each application. (Hand-drawing).
- Step 3) Paper construction:** Create a template to construct 3D mock-up
- Step 4) Detail sketches:** Choose the best solution from idea sketches and develop it on the computer with accurate measurement and visual construction.

C: Final presentation & submission

- 1) **Design Process:** All idea sketches must be submitted by electronic format on the PowerPoint (e.g. image quality must be over 150 DPI). Hand drawing sketches needs to be scanned to convert it as a JPEG (150DPI) format to insert it on the PowerPoint slide.
- 2) **Final Critique:** Each student has five (5min.) to present the design concept with actual printout.
- 3) **A list of submission requirement**

Application	Types	Notes
2D Print	Brochure, Poster, Outside Advertising banner, etc.	Choose one of these related to your business. You also may discuss with an instructor for any other options in terms of your business.

3D Package	Any 3D construction	Come up with one related to your business. You must discuss your idea with group.
Multi-Media	30 Sec. TV ADs	Animated information regarding your main business or promotional event. QuickTime Movie, MP4/MV4 format

Assignment Evaluation

Instruction: This is first grade of learning accomplishment for assignment. It requires self evaluation to understand weakness of each criteria after the final critique. You need to revise all problems based on suggestions and recommendation from the critique. Additional credits is subject to improvement from previous work. Evaluation method is comprised of four different parts; design process, challenge and accomplishment, innovative visual concept, and quality of the final outcomes. Each assignment will be required to follow these rubrics in order to accomplish the final goal of the project. Failure of the final critique such as an absence, a lack of final submission requirement, other issues regardless any excuses will be automatically marked as "F" on the final grade. (see the academic misconduct policy)

Student Name: _____

Design Process (30%)	<i>Excellent</i>	<i>Good</i>	<i>Need Improvement</i>	<i>Poor</i>	<i>Unacceptable</i>
Design management (Responsibility of each due)	_____	_____	_____	_____	_____
Concept development (Research & Analysis)	_____	_____	_____	_____	_____
Effective Learning Process (Following guidelines and accomplishing disciplines)	_____	_____	_____	_____	_____
Symbol & Signature (50%)					
Overall concept development and variations	_____	_____	_____	_____	_____
Following guidelines and design methods	_____	_____	_____	_____	_____
Concept Development (Matrix Table)	_____	_____	_____	_____	_____
Concept Development (Computer sketches)	_____	_____	_____	_____	_____
Visual balance between symbol & signature	_____	_____	_____	_____	_____
Clarity of visual abstract	_____	_____	_____	_____	_____
Uniqueness of visual narratives	_____	_____	_____	_____	_____
Effectiveness of proportional ratios	_____	_____	_____	_____	_____
Effectiveness of connotative message (Combination with keywords)	_____	_____	_____	_____	_____
Effectiveness of primary logo	_____	_____	_____	_____	_____
Effectiveness of symbol dominant	_____	_____	_____	_____	_____
Effectiveness of signature dominant	_____	_____	_____	_____	_____
Presentation (20%)					
Professionalism (documentation & presentation)	_____	_____	_____	_____	_____
Participation of group critique	_____	_____	_____	_____	_____
Craftsmanship & Detail finishing up (Visual construction)	_____	_____	_____	_____	_____
Required final submission	_____	_____	_____	_____	_____

Total Grade Range: _____

****Grade Range:** Excellent (A /A-: 90+) | Good (B+/B/B-: 80+) | Need Improvement (C+/C/C-:70+) | Poor (D+/D/D-:60+) | Unacceptable (F: Below 50)

Assignment Evaluation

**** Please note that each part of criteria indicates overall accomplishment of each discipline observed by the instructor during each class. Students will be graded as an average letter by each assignment and the final grade will be delivered within 2 weeks from the final critique. Also you may consult with the instructor for the improvement.**

Evaluation Rubric

Criteria		Excellent (A- ~ A)	Above average (B- ~ B+)	Average (C- ~ C+)	Below Average (D- ~ D+)	Unsatisfactory (F)
Process	<i>Following instructions & Evidence of design process (Homework, class activity, final due)</i>	<i>Followed an excellent process from given guidelines/instructions without missing any due dates/activities.</i>	<i>Followed a decent process from given guidelines/instructions without missing any due dates/activities.</i>	<i>Followed the minimum requirement but missed due dates/activities.</i>	<i>Followed the minimum requirement, but a lack of materials.</i>	<i>Failed the minimum requirement. "F" grade is based on overall assessment within evidence of academic learning disciplines. Any failure from each criteria may affect the overall grade per each assignment and final grade.</i>
	<i>Visual & written research</i>	<i>Showed evidence with excellent visual and written research that influenced the final result efficiently.</i>	<i>Showed enough visual and written research that influenced the final result.</i>	<i>Showed minimum materials that influenced a part of final result.</i>	<i>Showed the minimum materials, but a lack of materials.</i>	
	<i>Idea sketches</i>	<i>Showed excellent quality and quantity in sequential refinement. Procedure from thumbnail sketches to computer sketches is well done.</i>	<i>Showed a decent quantity in sequential refinement, needs to improve efficient quality in visual brainstorming.</i>	<i>Showed minimum requirement but needs to improve both quantity and quality in sequential refinement.</i>	<i>Showed minimum requirement (Quantity).</i>	
	<i>Professionalism</i>	<i>Presented the design process and management with excellent preparation professionally.</i>	<i>Presented the design process and management with a good manner.</i>	<i>Presented the design process with necessary information, but a lack of professionalism.</i>	<i>Delivered only final outcome(s) with necessary information.</i>	
Visual Creativity (Problem Solving)	<i>Critical thinking Process</i>	<i>Demonstrated excellent decision making process, innovative criticism and challenge.</i>	<i>Demonstrated a decent quality to show the evidence of innovative challenge.</i>	<i>Demonstrated decision-making process regularly, but need to improve innovative criticism.</i>	<i>Demonstrated only minimum requirement.</i>	
	<i>Visual concept Development (Proficient visual literacy)</i>	<i>Showed excellent visual concept applied by proficient visual literacy for creative value.</i>	<i>Showed good visual concept satisfied with essential visual literacy.</i>	<i>Showed clear concept, but a lack of efficient visual literacy.</i>	<i>Showed only completed outcome without efficient visual concept.</i>	
	<i>Aesthetic & Function (Clarity & Uniqueness)</i>	<i>Showed excellent visual hierarchy, dynamics, unique design with accurate communication methods.</i>	<i>Showed decent balance between aesthetic and function, visual information is unique as being distinguished with other designs.</i>	<i>Showed either aesthetic or function with communication methods, but a lack of efficient balance between clarity and uniqueness.</i>	<i>Showed only completed outcome and needs further steps for major improvements.</i>	
	<i>Craftsmanship (Visual density)</i>	<i>Executed excellent visual density dealing with necessary detail information of graphic elements in time consuming.</i>	<i>Executed essential details showing evidence of visual density in time consuming.</i>	<i>Executed minimum requirement in completing assignment, but a lack of visual information.</i>	<i>Executed only minimum requirement in completing assignment.</i>	
Finals	<i>PowerPoint (Document Report)</i>	<i>The final document is well organized with excellent materials and quality of presentation.</i>	<i>The final document is well organized with good materials and quality of presentation.</i>	<i>The final document is well organized with the minimum requirement.</i>	<i>The final document is organized with the minimum requirement, but a lack of quality and quantity.</i>	
	<i>Critique Participation</i>	<i>Demonstrated excellent activities & manner during the final critique.</i>	<i>Showed interactive activities during the final critique.</i>	<i>Participated in the final critique in a passive way.</i>	<i>Participated only partially</i>	
	<i>Submission Requirements</i>	<i>Submitted on time before the final critique date/time.</i>	<i>Final submission is 1 day late. (One letter grade down: A to A-)</i>	<i>Final submission is 2-3 day late. (Two letter grade down)</i>	<i>Final submission is one week late. (Three letter grade down)</i>	

Appendix B: An example of the final group critique evaluation

Art358 Typography,
Assignment 3. Typographic Form and Symbol

Name: _____

	<i>Excellent</i>	<i>Good</i>	<i>Need Improvement</i>	<i>Poor</i>	<i>Unacceptable</i>
Concept Approches/Developments					
Challenge the given subject matters	_____	_____	_____	_____	_____
Profusion of idea	_____	_____	_____	_____	_____
Concet/Idea Development	_____	_____	_____	_____	_____
Innovation/Distinctive Idea	_____	_____	_____	_____	_____
Innovative idea	_____	_____	_____	_____	_____
Typography Expeirements/Creativities					
Uniqueness visual form	_____	_____	_____	_____	_____
Clariety of visual message	_____	_____	_____	_____	_____
Typeface Function	_____	_____	_____	_____	_____
Quality of Typographic Symbol	_____	_____	_____	_____	_____
Detials and Quality in typeface	_____	_____	_____	_____	_____
Composition with 8 symbols	_____	_____	_____	_____	_____
Clariety of visual message	_____	_____	_____	_____	_____
Book Cover	_____	_____	_____	_____	_____
Quality of Typographic Symbol	_____	_____	_____	_____	_____
Finishing Quality	_____	_____	_____	_____	_____
Creativity, Working Efforts and Final Presentation					
Following Design process	_____	_____	_____	_____	_____
Intensive learning quality	_____	_____	_____	_____	_____
Final design outcomes	_____	_____	_____	_____	_____
Participation of critiques	_____	_____	_____	_____	_____
Final Submission on time	_____	_____	_____	_____	_____
Other Comments:					

Total: _____

