

art 181 midterm project

The purpose of this project is to apply what you've learned so far to a realistic design project. Please pay attention to the "how you will be graded" section, below.

due date

Due at the beginning of Lesson 10 – Monday, October 27

project options

Here are your options for the midterm project:

1. An original logo design (for any company, real or fictitious)
2. Re-design of the Mendocino College Class Schedule or Catalog cover page
3. Wedding Invitation
4. Original CD or DVD cover design
5. Business card with an original logo design
6. Home page for a website design (real or fictitious - don't do the difficult HTML stuff, just the Illustrator layout/design)

...or you can come up with your own idea if you clear it with me first!

what your project must include

-The project! An Illustrator (.ai) file saved in your "finished work" folder as YOUR-NAME-midterm.ai.

-A very short, in-class presentation: You'll show us the project and tell us how you made it, what design principles you used, and any challenges you solved with the design. Don't worry about the technical part of the presentation - I'll show your design on the projector and you can just give us a brief overview.

how you will be graded

I will take the following into consideration: effort, workload (how time-consuming it was), and your improvement in skill using Adobe Illustrator.

Most of all, I will ask myself this: What does this design communicate? Is the correct message getting across?

If you really want to do well on this project, ask your classmates or teacher these questions:

1. "XYZ is what I'm trying to convey. Does my design match my message?" (Do my colors match my message? Etc.)
2. "Is my message obvious?" (It should be)
3. "What is being communicated to you?"
4. "Where did your eyes go first?"
5. "If you had to remove one part of this design, what would it be, and why?"