

## SOME IDEAS ABOUT ASSIGNMENTS, GROUP PROJECT, QUIZS FOR INSTRUCTOR TO USE

### PROJECT & ASSIGNMENTS (Module 1 ~ Module 3; Module 4 Wrap-up)

<p><b>MODULE 1 PROJECT IN CLASS</b></p>	<p><b>GROUP PROJECT</b></p> <p>This project will help you and your team practice and demonstrate your proficiency at the following Learning Objective(s): Chapter 8 Creating a package or brand</p> <p>Students are divided into the team of two or three for the Group Project. Each Team will be pick a sample logo from a non-existing company (e.g. <a href="https://www.graphicsprings.com/logo-maker-samples">https://www.graphicsprings.com/logo-maker-samples</a>) or created a sample logo from a sketch. Each Team will be asked to design the rest of the company’s professional documents.</p> <p>For this company, you and your team will design an identity, consisting of a logo, business card, letterhead, and envelope. You will work in teams of two or three. Keeping in mind that your company is small (two or three people), consider the following: What does it do? Who it is for? What is it called?</p> <p>Together</p> <ul style="list-style-type: none"> <li>• Brainstorm a company idea, target audience and name</li> <li>• Write a one-sentence mission statement</li> <li>• Decide either picking a sample logo from a non-existing company</li> </ul> <p>Separately</p> <ul style="list-style-type: none"> <li>• Create 5 variations of the logotype write the name of your company in 5 different fonts in point form, explain what each font suggests or looks like</li> <li>• Draw 5 hand-sketches of your company logo (optional)</li> </ul> <p>Together</p> <ul style="list-style-type: none"> <li>• The whole team together decides the one you all feel is the most aesthetically pleasing for company logo and name of the company</li> <li>• The whole team discusses the branding of the company, the company’s “visual identity”, and explain what kind of information should be found in style guidelines.</li> </ul>	
---	---	--

	<p>By end of the day, each team prepares for a short brief presentation about what your team has been done, share the process of the project to rest of class.</p> <p style="text-align: right;"><b>To be continue...</b></p>	
	<p>Assignment 1 (individual)</p> <p>You and your team members will be based on the company and logo that you and your team decided during the class time, come up with three applications (Business Card, Letterhead, and Envelopes) of the logo in design software, such as Adobe Illustrator individually. Each member of the team also thinks about sensible locations or items to apply the logo too.</p> <p>Use the technical skills learnt from in class lab session</p> <ul style="list-style-type: none"> <li>• Create 2 printed drafts of your logo in Adobe <ul style="list-style-type: none"> <li>○ Make a black/white and colour version of each</li> </ul> </li> <li>• Create 3 business cards, 3 letterhead designs, and 3 Envelopes</li> <li>• Pick the one you feel is most aesthetically pleasing while also best executing the four principles of design. Document it in Microsoft Word: Explain the four principles were used in your design</li> <li>• Submitted the design files with a Microsoft Word document on Canvas before next In Class Session</li> </ul>	<p><b>ASSIGNMENT1 ONLINE</b></p>
<p><b>MODULE 2 PROJECT IN CLASS</b></p>	<p>Continue from Module 1:</p> <p>You and your team members will continue working on the project. Based on the selected company from last class, Together finalize the business cards, letterhead and envelop for the company and show the rest of the class.</p> <p>Then,</p> <p>You and your team will be designing a two pages brochure and a postcard. The brochure and postcard must include a mix of images, text, headings, sub-headings, and captions. We suggest you and your team should consider What is the article about on brochures? Who are those applications for?</p> <p>Together</p> <ul style="list-style-type: none"> <li>• Brainstorm ideas about the brochure and postcards for your company: article topic and target audience should be considered during the discussion</li> <li>• Choose a color palette each of you wants to use for the layout</li> </ul>	

	<ul style="list-style-type: none"> <li>• Find 3 high – resolution images that your team may integrate into brochure or postcards.</li> </ul> <p>Separately</p> <ul style="list-style-type: none"> <li>• Make 3 hand sketches of page spreads (1 spread = 2 facing pages) for Brochure and 3 sketches of postcards <ul style="list-style-type: none"> <li>○ be precise about font sizes, composition and layout</li> <li>○ To design a 2-page Brochure, the article must include a mix of images, text, headings, sub-headings and captions.</li> </ul> </li> <li>• Take your one of your best sketches of Brochures and Postcards to share with rest of your team</li> </ul> <p>Together</p> <ul style="list-style-type: none"> <li>• You and your team member will pick the best sketch of brochures and postcards</li> <li>• The whole team discusses the use of color on the Brochure and Postcard and understanding of color relationships.</li> </ul> <p>By end of the day, each team prepares for a short brief presentation about what your team has been done, share the process of the project to rest of class.</p> <p style="text-align: right;"><b>To be continue...</b></p>	
	<p>Assignment 2 (individual)</p> <p>You and your team members will be based on the selected Brochure and Postcards from last In Class Session, come up with two applications (Brochure and Postcards) in design software, such as Adobe InDesign individually. Each team member will create a separate page spread for the layout of brochures and postcards in InDesign.</p> <p>Use the technical skills learnt from in class lab session</p> <ul style="list-style-type: none"> <li>• Create a master page spread for your layout in Adobe InDesign <ul style="list-style-type: none"> <li>○ Define page margins, your grid layout</li> <li>○ Agreed on the fonts and colors you are using</li> </ul> </li> <li>• Create 2 Page Brochure and 3 Postcards</li> <li>• Pick the one you feel is most aesthetically pleasing while also best executing the four principles of design and color.</li> <li>• Document it in Microsoft Word: Explain the four principles and color pattern were used in your design</li> <li>• Submitted the design files with a Microsoft Word document on Canvas before next In Class Session</li> </ul>	<p><b>ASSIGNMENT2 ONLINE</b></p>
<p><b>MODULE 3 PROJECT</b></p>	<p>Continue from Module 2:</p>	

<p><b>IN CLASS</b></p>	<p>You and your team members will be based on the selected company from the first class. Together finalize the Brochure and Postcards for the company and show the rest of the class.</p> <p>Then,</p> <p>You and your team will be designing a two pages Newsletter and two Flyers for this company. You and your team should consider What is the article about on Newsletter? Who are those applications for?</p> <p>Together</p> <ul style="list-style-type: none"> <li>• Brainstorm ideas about the Newsletter and Flyer for your company: name, article topic and target audience should be considered during the discussion</li> <li>• Choose a color palette each of you wants to use for the layout</li> </ul> <p>Separately</p> <ul style="list-style-type: none"> <li>• Make 2 hand sketches of page spreads (1 spread = 2 facing pages) for Newsletter and 3 sketches of flyer <ul style="list-style-type: none"> <li>○ be precise about font sizes, composition and layout</li> <li>○ To design a two-page Newsletter, the article must include a mix of images, text, headings, sub-headings and captions.</li> </ul> </li> <li>• Take your one of your best sketches of Newsletters and Flyers to share with rest of your team</li> </ul> <p>Together</p> <ul style="list-style-type: none"> <li>• You and your team members will pick the best sketch of Newsletter and Flyer</li> <li>• The whole team discusses the use of typefaces in the Newsletter and Flyer and understanding of relationships between different types.</li> </ul> <p>By end of the day, each team prepares for a short brief presentation about what your team has been done, share the process of the project to rest of class.</p> <p>Each Team must discuss and prepare for the final Portfolio for Group Project In Class time.</p> <p style="text-align: right;"><b>To be continue...</b></p>	
	<p>Assignment 3 (individual)</p> <p>You and your team members will be based on the selected Newsletter and Flyer from In Class Session, come up with two applications (Newsletter and Flyer) in design software, such as Adobe InDesign. Each</p>	<p><b>ASSIGNMENT3 ONLINE</b></p>

	<p>team member will create a separate master page spread for the layout of your Newsletter and Flyer in InDesign.</p> <p>Use the technical skills learnt from in class lab session</p> <ul style="list-style-type: none"> <li>• Create a master page spread for your layout in Adobe InDesign <ul style="list-style-type: none"> <li>○ Define page margins, your grid layout</li> <li>○ agreed on the fonts and colors you are using</li> </ul> </li> <li>• Create 2 Page Newsletters and 3 Flyers</li> <li>• Pick the one you feel is most aesthetically pleasing while also best executing the four principles of design, color and types.</li> <li>• Document it in Microsoft Word: Explain the four principles, color pattern, and types selection were used in your design</li> <li>• Submitted the design files with a Microsoft Word document on Canvas before next In Class Session</li> </ul> <p>Each Team prepares for Group Final Portfolio for the project through online discuss (Create an advertisement to represent the company or Design a PowerPoint to show rest of class in the final session?)</p>	
<p><b>MODULE 4</b></p>	<p>Continue from Module 3 and Assignment 3:</p> <p>You and your team members will present Group Project to the rest of the class by using a PowerPoint presentation or an Advertisement. By end of the class, each team will submit their own Group Project Portfolio to the instructor in hardcopy. The Group Project Portfolio is including all the assignments from each team members, design process and final presentation.</p> <p style="text-align: right;"><b>End</b></p>	