

# DMT102 INTRODUCTION TO GRAPHIC DESIGN PROJECTS & HOMEWORK

## **Journal and Samples: 10 pts**

This includes the 7 week journal and the samples to be collected as homework and turned in every week, the first day that the class meets.

**Having your project ready for critique and being there is worth at least 1 pt of credit. No exceptions or excuses. Projects are NOT due until the next time the class meets after the critique. You can and should make changes suggested at the critique. If projects are turned in after that they will be counted as late and one point will be taken off for each class day that it is late.**

## **Project #1: Billboard 15 pts (4 color)**

Non-profit companies will be assigned to teams of 2-3 people, who will work together to research the company and then each come up with different slogans, concepts. Mounted color print out, thumbnails, and design brief will be turned in.

## **Project #2: Newspaper Ad 15 pts (Black & White only)**

After studying companies that advertise in the newspaper, students will be able to choose either their non-profit company from Project #1 or another company that advertises in the newspaper. Concept, thumbnails, 3 different layouts and a final piece will be turned in with a design brief. Final black and white print will be mounted.

## **Final Project #3: Poster or a Calendar using a grid 20 pts (4 color)**

Final project can either be a poster based on the word exercise from class or a calendar for one month based on the grid/matrix exercises in class. Print outs small enough to fit on black board will be mounted, large posters can be turned in with out being mounted. A design brief is not required for this project, instead turn in an artist's statement about the process used to come up with your idea.

## **Mid-Term: 15 pts**

- 30 question fill in the blank, multiple choice, matching, and 1 or 2 essay questions.
- It will cover Quark, and the design principles covered in the first 5 weeks. There will be a review the week before and the review questions will be posted on my web site along with a bonus question.

## **Final Exam: 15 pts**

- 30 question fill in the blank, multiple choice, matching and 1 or 2 essay questions.
- It will cover the material that we covered the last 5 weeks of the quarter as well as any additional material from the beginning of the quarter that was not successfully answered on the first test. There will be a review the week before and the review questions will be posted on my web site along with a bonus question.

## **Participation: 10 pts**

This includes participation in group work, attendance, tardiness, being prepared, in class exercises and attitude.