GRA3611 Vector Art Editing
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Semester Project Overview:
Students will come up with an idea for a product design or redesign, and create a comprehensive multi-piece marketing campaign to effectively introduce and establish the product in the marketplace.

As our growing human population has to confront the consequences of living on a finite planet, the need to promote environmental responsibilities has greatly increased. Students are encouraged to develop products (both in concept and production) that are environmentally conscious.

The projects final presentation will be in the form of a project deck and final comps (*if appropriate*).

Definition of a Deck:
The deck is a printed and bound presentation of your final project. The deck should tell the visual story of the development of your designs. The goal is to create an intelligent presentation to show off your work in a coherent and flattering manner.

The final deck (created in InDesign) must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet. The size and orientation of the final piece is up to the student to determine.

Projects to be displayed in the Deck include:

Product Design	20%
Product Identity	20%
Product Advertising	10%
Product Packaging	10%
Product Signage Display	10%

Final Deck DUE end of the semester:
Content Must Include:
* Cover – your name, project name, date
* Brief statement of goals and objectives (of both product and market positioning)
* Documentation of research (highlights of historical context)
* Design Concept – a summary of the solution for the stated goals and objectives of the project
* Final design for each piece
* Final design implemented (ex. Billboard design in a realistic setting)
* Each design must include a caption with the original dimension specifications
* Thumbnail sketches that illustrate the conceptual thinking behind the various pieces (keep all your sketch work, for each part of your project you should aim to show 6 thumbnail sketches –scanned and placed in the back of your deck)

Subject Considerations:
Household – kitchen. bathroom, bedroom, dinning, living room, storage

Decoration – jewelry /accessories
Furniture
Office space/ supplies
Weather/ Environmental
Healthcare/ Medical
Disaster Relief/ Refugees
Social Good – homeless: shelter/ food
Mechanical – transportation
Technology – lighting, computer, digital

Development Considerations:
Environmental/ Eco Friendly/ Carbon Footprint
Symbolic and Iconic Identity
Recycled materials
Recycle-able
Consumer Waste
Production Costs
Production Time
Net Cost
Profit