

## **GRA3611 Vector Art Editing**

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### **Project Deck (Part 1):**

The deck is a printed and bound presentation of your project. The deck should tell the visual story of the development of both your product and the related design pieces.

Deck should be created in InDesign. Dimensions and format are for you to decide. The goal is to create an intelligent presentation to show off your work in a coherent and flattering manner.

### **DUE Wednesday 4.6.11:**

Content Must Include:

- Cover – your name, project name, date
- Statement and description of problem
- Design Concept – a summary of the solution, with stated goals and objectives of the project
- Historical overview - documentation of research (highlights of historical context)
- Assessment of current industry
  - Find at least three examples of products you feel are well presented in the marketplace. (They do not have to be the same subject matter as your product.) You should find examples to use as inspiration and guidance.
- Assessment of marketplace
  - How is your product unique to the marketplace? What other products are similar to yours and currently available? How will your product distinguish itself from competition?
- Final identity design (include development sketches)
- Style Guide (see handout)
- Product views: exterior (3-dimensional), interior, and/or product line (you might choose to include development sketches)

Note: 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. p