

## **GRA3611 Vector Art Editing**

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### **Final Project Deck**

Decks should include, and be organized in this way:

- Title page
- Copyright page
- Cover page – your name, project name, date,
- Table of Content
- Introduction:
  - Statement and description of problem
  - Design Concept
  - Historical overview
  - Assessment of current industry/ marketplace
- Identity Design
  - Branding System
  - Style Guide
- Product Design

#### Choose three additional items to include in your booklet

- Packaging Design
- Instruction manual (detailing how your product is to be used, or detailing unique features and design of your product.)
- Print Collateral: Stationery, Business cards
- Website
- DVD of CD package, case/container, label
- Promotional Design - Promotional materials (including merchandise and accessories - gift item, product that raises awareness about your subject (hats, key-chains, bags, hang-tags...))
- Promotional cards – wave or staggered distribution min. of 5 different cards
- Advertising – three ads same concept different representation  
Application of ads in different media outlets: Magazine, Billboards (indoor and outdoor), Subway ads, etc.

#### And booklet should also include

- Process
- Credits/ Footnotes