



# SEMESTER 1 2016 HOMEWORK GUIDELINE

**GDBD : 'GOOD DESIGN - BAD DESIGN'**

**DC : 'DESIGN CHALLENGE'**

Unless otherwise specified FOR ALL 'DC' ASSIGNMENTS:

YOUR CHOICE:	
ReDesign' of an existing Brand	Digital (Computer) Design
OR Create a New Fictitious Brand	OR Hand-Drawn Design (ink)
*If you choose ReDesign, include existing Brand logo with your piece	

**25 POINTS**

**5 POINTS**

Wednesdays Thursdays

TASK	FOCUS	Assignment theme	Due Date	CRITIQUE
Q1	GDBD	*LOGO **WORDMARK' <b>Sports Teams Logos</b> (college or pro) ( <a href="http://www.sportslogos.net">www.sportslogos.net</a> )	8/31	9/1
	DC	<b>Sports Logo</b> : Pro, College, HS, (*Pine Richland Ram Redesign)	9/7	9/8
	GDBD	*BRANDING <b>Apparel Logo</b> (CLOTHING: dress, sporting, casual, children's, shoes)	9/14	9/15
	DC	<b>Apparel Logo / T-Shirt design</b> (Your logo on a garment)	9/21	9/22
	GDBD	*TARGET AUDIENCE <b>Retail</b> (non apparel) Logo (electronics, mall, automotive, outlets, online)	9/28	9/29
	DC	<b>Retail Logo</b>	10/5	10/6
	GDBD	*NO HELVETICA *NO COMIC SANS <b>Typography: 'Type in Media'</b> (movie poster, book cover, products)	10/12	10/13
	DC	"It's not a 'font'!" <b>Typeface Monogram</b> ( <a href="http://www.linotype.com">www.linotype.com</a> ) ( <a href="http://www.p22.com">www.p22.com</a> ) ( <a href="http://www.dafont.com">www.dafont.com</a> )	10/19	10/20
<b>Quarter 1 ends: Thurs 10/27</b>				
Q2	GDBD	*CORPORATE IDENTITY <b>Local Small Business</b>	11/2	*11/7
	DC	<b>Local Small Business</b>	11/9	11/10
	GDBD	*ECONOMY <b>'Apps'</b>	11/16	11/17
	DC	<b>'Apps'</b> *Digital only	11/23	*11/29
	GDBD	*AESTHETIC EXPERIENCE <b>Food / Beverage Logo</b> (includes: food brands, gum, candy, energy drinks)	11/30	12/1
	DC	<b>Food / Beverage Logo AND Packaging</b>	12/7	12/8
	GDBD	* CORE VALUES <b>Album covers</b>	12/14	12/15
	DC	<b>Band logo AND Album Cover</b> (real or fictitious band)	1/4	1/5
<b>Quarter 2 ends: Friday 1/13</b> <i>If you're not feeling it that week...</i>				

**DESIGN CHALLENGE SUBSTITUTION 1x per quarter**

\*Sample themes: choose one or propose your own (separate 'Free Choice' rubric is available)

PRHS School Club Logo: Pickleball, Chess Club, Inkwell, Polo, etc.	New Uniform for Sports Team <i>*see templates in blue file</i>	Charitable Organization Logo i.e. Save the Children	T Shirt design
Food Brand Logo / Package	Beverage Logo / Package	Apparel Brand Logo	Shoe Brand Logo
Local Small Business Logo	Religious Organization Logo	Sporting Championship: Super Bowl, World Series, Stanley Cup, etc	Non-Profit Organization Logo
Your Own Superhero Logo	Skateboard Deck	Snowboard Deck	Restaurant Logo



**RUBRIC: DESIGN CHALLENGE**

1	<b>CREATIVITY</b>	Student	Teacher
<p><b>Great designs</b> are <i>ICONIC</i>. They POP out - they SPEAK to the viewer. They avoid cliché. Did you <b>take risks</b> with the piece or did you play it safe? Is it <b>unique</b>? Is it clever? Are you pushing yourself? Are you evolving as an Artist and person?</p>		/5	/5
2	<b>COMPOSITION</b>	Student	Teacher
<p><i>Is the piece arranged well?</i> Interesting <b>composition</b>: movement / balance Simply put: <b>'Does it Work?!'</b> Does the viewer know where to look? = <b>emphasis</b> Is your composition 'intuitive' or messy and 'overwhelming'? Good use of <b>SPACE</b>: both positive and negative.</p>		/5	/5
3	<b>COMMUNICATION</b>	Student	Teacher
<p>As a designer you have a message to get across through 2-dimensional visual graphic media. Have you achieved the aim of <b>communicating a concept</b> / idea to the viewer / consumer? Does your piece inspire? Does it draw the viewer in? Does it convey your 'Themes'? Does it create an equitable and effective 'Brand'?</p>		/5	/5
4	<b>CRAFTSMANSHIP</b>	Student	Teacher
<p>Is the piece <b>worthy of display</b> before your peers/in an art show? Have you spent the necessary time on the piece? It always will show in your craftsmanship! If digital: does the piece have proper resolution / file size? or Is it grainy and pixelated? If hand-drawn: fully inked, pencil lines erased, all technique is resolved.</p>		/5	/5
5	<b>CHALLENGE</b>	Student	Teacher
<p><b>DID YOU GIVE IT YOUR ALL? DID YOU PUSH YOUR LIMITS? EFFORT!!!</b> Did you spend the necessary time on the piece (1-2 hours suggested)</p>		/5	/5
<p><b>PUNCTUALITY:</b> *Was the piece handed in on time? (-2 pts per day late)</p>			
<b>TOTAL SCORE</b>		Student	Teacher
<p><b>BONUS:</b> 2 point bonus if your score is within 2 points of my score</p>		/25	/25
<b>ACTUAL SCORE</b>			

<b>DESIGN 'THEMES' *Circle One</b>	
MODERN	OLD FASHIONED
FUN / CAREFREE	SLEEK / SOPHISTICATED
EXTREME!	KIDS
Consider your 'Target Audience' when deciding on themes.	



RUBRIC: **GOOD DESIGN / BAD DESIGN**

**REQUIREMENTS:**

1 Page essay: double spaced, 12 pt. typeface (**ABCS: Anything But Comic Sans**)      **Show the images** in your writing (DRAG & DROP)

1	ORGANIZATION	Student	Teacher
Are your thoughts <b>organized</b> in an intuitive way? Do your thoughts clearly follow on after the other and lead the reader to a better <b>understanding</b> ?		/5	/5
2	CREATIVE THESIS	Student	Teacher
Do you have an original <b>CONCEPT</b> , idea, or insight? Have you developed a clear <b>thesis</b> ? What are you trying to <b>prove</b> ? <b>*Don't compare apples to oranges.</b> When it comes to appliances, don't compare a dryer to a toaster. Compare two things of like kind. This will sharpen your focus and strengthen your thesis.		/5	/5
3	COMMUNICATION	Student	Teacher
<b>CLARITY:</b> Have you effectively and clearly communicated your thoughts to the reader? Are you <b>exhaustive in detail</b> and thorough in your explanations? Back this up with arguments and supportive details from your selected pieces of design.		/5	/5
4	ELEMENTS & PRINCIPLES / 'DESIGN LANGUAGE'	Student	Teacher
Have you used high level thoughts and language? Have you <i>avoided cliches</i> like "I like it cause it's sweet"... <b>*PRIMARY FOCUS:</b> Use of 'Design Language': i.e. Branding, Target Audience, Collateral, etc. Have you referenced the <b>Elements &amp; Principles of Design</b> in your writing? <i>*see below</i>		/5	/5
<b>PUNCTUALITY:</b> *Was the piece handed in on time? (-2 pts per day late)			
TOTAL SCORE		Student	Teacher
<b>BONUS:</b> 2 point bonus if your score is within 2 points of my score		/20	/20
<b>ACTUAL SCORE</b>			

* ELEMENTS & PRINCIPLES			
*CHECK THOSE THAT YOU REFERENCE			
LINE	SHAPE	BALANCE	MOVEMENT
SPACE	COLOR	EMPHASIS	CONTRAST
VALUE	TEXTURE	PATTERN	RHYTHM
FORM	TYPOGRAPHY	UNITY	PROPORTION
		ECONOMY	VARIETY