

Burton Open House Advertisement

Assignment 2

Points Available – 50 points

Due: 9/16/16

Design Brief

- **Client:** Burton Center for Arts & Technology & Ms. Rickman
- **Project:** Burton Open House Ad
- **Objective:** Create a web ready graphic promoting Burton's Open House
- **Target Audience:** Prospective students (8th -12th grade) and their parents/guardians
- **Focus:** Ad should be developed for use on the Web/Internet and should be developed/designed accordingly. Date of event: October 18, 2016 Time: 4:30 – 7:00
Concept of Open house is to have students and parents visit teachers and their classrooms.
- **Requirements:** Size of ad 617px wide x 647px high, 72 resolution, RGB color mode
- **Requests from Client:** Use basic shapes (no photo images; graphics such as icons are ok-**NO** clip art). Use a modern font, and no more than two to three colors. Want a modern and inviting look and feel. Simple and clean!
- **Schedule:** Ad is due by the end of class today, 9/16
- **Submission:** You should save your original design in the PSD format and submit on O365. You should submit your project rationale as a word doc and submit on O365. Open your O365 account. Navigate to the OneDrive App and then click on Shared with me in the left pane. Look for a folder with your name and inside of this folder you will find a folder named [Assignment 2 – Burton Open House Web Advertisement](#). Upload your .psd file and your project rationale to this folder.

Instructions

Using Photoshop begin your design based on the design brief. Once you are finished with your design you need to write up a design rationale using MS Word. (at least 300 words).

About the Project Rationale (source: <https://www.gdc.net/article/2013/06/12/writing-a-project-rationale-a-guide-for-students>)

When designers present their work, they don't just put it in front of the client and wait for a reaction; they provide a rationale that explains how the design solution answers the brief. A well-written design rationale can be invaluable in explaining how your design solution satisfies the brief. Choices that you have made, even those not immediately obvious to the client, can be explained, helping to show the clarity of your thinking, the benefits of your solution, and ultimately to help sell your idea.

Rationales are often required as project deliverables, but they can also be useful for organizing your thoughts before classroom presentations or putting together case histories of projects for print or online portfolios.

Tips for writing:

1. At the top of the page, at the very minimum state the name of the client and the name of the project. It's sometimes also helpful to provide a short summary of the brief.

2. Start by explaining the overall concept of your design – what is it, who is it for (audience) and in what context will it be used? Then go into details, giving reasons for the design decisions that you've made.
3. Remember – it's a rationale (requiring the reasons or logic behind your decisions), not a description. Don't just say what you've done – explain why you've done it, referring back to the creative brief, the audience, your research, and the information that is to be communicated.
4. Don't admit to arbitrary decision-making or say that you used a particular color/font/technique just because you like it. Every choice you've made should be relevant to the brief. What effect does the color/font/technique have? What does it communicate? If it's not relevant, don't mention it.
5. Keep your reasoning honest. It's easy to spot convoluted after-the-fact rationalizations that sometimes stretch believability.
6. Don't focus on your process or on approaches you rejected unless they provide an explanation for the final work – and don't mention what you would have done if you'd had two more weeks to work on it. It's time to present your work, and you should do so with as much confidence as possible.
7. This should go without saying, but use good grammar and spell check before you submit.
8. Check out this resource for some good samples of written graphic design rationales: http://www.logocritiques.com/resources/how_to_write_a_logo_rationale/

At the end of this lesson you should understand the following terms:

- Raster Graphics
- Vector Graphics
- RGB color mode
- CMYK color mode
- Resolution

At the end of this lesson you should be able to demonstrate an understanding of the following technicalities by showing your work in a Photoshop document:

- Basic advertising graphic for the web using the correct color mode, document size and resolution
- Show how you create vector layers and raster layers
 - Group related layers in a folder (meaning your raster layers need to be in a folder named RASTER and vector layers need to be in a folder named VECTOR)
- Save your Photoshop document as a .psd with the following document name: BCATOpenHouse~~lastname~~

At the end of your creation you should be able to apply the following elements and principles of design: (not all will be present but you should show a solid understanding of the ones that you do use.):

- Principles
 - Contrast
 - Repetition
 - Alignment
 - Proximity
- Elements

o Line	o Shape
o Direction	o Color
o Scale	o Texture
o Balance	o Type
o Gradation	o Harmony
o Spacing	o Contrast
o Composition	o Dominance
o Movement	o

Grading Rubric

Criteria	Points Allowed	Level 1 0 - 6 pts	Level 2 7- 8 pts	Level 3 9 -10 pts
Written Rationale	10			
Created in the correct color mode, document size and resolution	10			
Show your vector and raster layers in Photoshop labeling them correctly and showing organization	10			
Submission of PSD file	10			
Design principles and elements present in the project	10			

Rating Scale:

- 1:** Inadequate – Information not shown or on a very minimal level
- 2:** Adequate Information but at minimal standards
- 3:** Excellent Quality of Information and deliverables



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