

PROJECT #4 – Final Project! *Brochure on Graphic Design + Research Paper*

Description: For this final project, you will have the opportunity to expand upon what you've learned this semester about design by producing a double-sided, color brochure design, and an accompanying research paper. The brochure should be based on a topic of graphic design that you learned this semester, something that you want to find out more about—and the research you write will inform your 5-page paper *and* your newsletter.

Software: You will be learning and using InDesign, which is page-layout software, continuing to use Photoshop **FOR PHOTOS** and Illustrator for illustrative elements that will be placed into your InDesign layout.

Specs: Your final brochure will be double-sided 8.5 x 11". So if you have a bleed, you will need to print on larger paper (11 x 17") in order to trim that bleed.

Final deadlines:

11/15 1-paragraph overview of your final project & paper topic due today.

11/20 Your resubmitted projects or late projects are due; Your final paper outline + 20 thumbnails for your brochure layout are due. Grids + Hierarchy lesson in class + your chosen concept on the computer.

11/22 Thanksgiving – No class. Draft of 5-page paper *plus* bibliography of your 4 references due Tuesday!

11/27 **Draft of research paper *plus* bibliography of your 4 references due today.**

11/29 Illustrator/InDesign lesson. Working lab session on final projects.

12/04 **Final Research paper due today.** Working lab session on final projects.

12/06 Working lab session on final projects. Read Chapters 12 & 13, Take-home quiz #5 (due 12/11).

12/11 Read Chaps. 12 & 13, Take-home quiz #5 due today. Working lab session on final projects.

12/13 **FINAL PROJECT PRESENTATIONS! 5 minutes each.**

Final Presentation:

You will each have 5 minutes to talk about your design, how you used the **Elements & Principles**, and what you learned in the process of this project. Some things to tell us about:

- Tell us how you developed your concept, and how your concept supports the objective of the project and the research that you applied to developing a design.
- What design elements and principles did you use, and **how** did you use them? Why are they important to getting your message across?

Final Research Paper Details & Requirements

Writing is an important part of the professional design field and community. If professionals did not discuss and write about design, we would not be able to learn from all of the information that is available today in all of the design books and articles designers publish!

You will write a 5-page research paper on a topic of graphic design that you learned this semester, something that you want to find out more about. The research you do will inform your 5-page paper *and* your brochure content & design.

Requirements:

- 5 pages, double-spaced, 12-14pt. type size. I will know if it is *more* than double-spaced and I will know if you have used someone else's words! Plagiarism—using another person's ideas without “citing” them—is strictly forbidden by the college. Paraphrase (put into your own words) or use quotation marks and the MLA format to “cite” your reference properly.
- Use at least 4 references (books, journal articles, and internet sources). Must use **at least ONE book** as a reference. WIKIPEDIA.com is **NOT** an acceptable academic resource. Professor Dunn has many great design books at our library, and you can always ask the librarian to help you look up articles!
- Use MLA format for citing your references (see handout I gave on how to use MLA format and how to organize a research paper).

Here is another resource for using MLA format (use the navigation on the left side for more details):

<http://owl.english.purdue.edu/owl/resource/747/02/>