

Commercial Art

Name _____ Section _____

Date Assigned _____ Date Due _____

- Competency:**
- 605 - Design a logo (color & b/w)
 - 606 - Design a business card
 - 614 - Design a one color promotional (newspaper ad. &/or flyer)
 - 622 - Design a menu
 - 618 - Design appropriate promotional signage (directional or billboard)
 - 619 - Design specialty advertising (encourage repeat business)
 - 623 - Design & implement an Advertising Campaign

*Optional - may use illustrations or edited photograph(s) as images to delegate location of signage, look of interior &/or exterior of place of business.

Objective:

Students will work in teams of two to creatively design the promotional campaign of a new fictitious restaurant. All pieces will be designed with documentation of design time as well as estimated printing time & costs. This will be evaluated as detailed in the evaluation below.

Project:

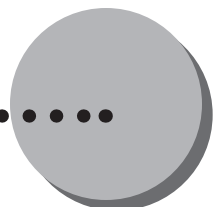
Each one of you will be given the choice as to who you would like to work with. Keep in mind there are several steps to this project & quite a bit of work to accomplish. Choose your partners wisely, they will share your successes as well as any failures. Remember accountability, responsibility, delegating & sharing work to be done & watch your attendance issues. There will be several "evaluation checks" as we move through the project, be sure to consistently brief your partner on what each other are working on. Practice good communication skills. Work through thumbnails & roughs together. Creativity will be scored base on the creative process - thumbnails, roughs & comps.

Supplies & Equipment:

- Newsprint
- Reference Materials
- InDesign (for Layouts)
- Any Medias for Illustrsions
- BW or Color Photos
- Photoshop (for Editing Photos or Ill.)

Key Points:

- Accountability & Responsibility
- Delegating & Sharing Work Load
- Communication



Evaluation:

Logo

| | |
|------------|------------|
| Creativity | 50% |
| Accuracy | 20% |
| Technique | 20% |
| Neatness | <u>10%</u> |
| | 100% |

Business Card

| | |
|-----------------|----------------|
| Creativity | 10 points |
| Accuracy | 5 points |
| Technique | 3 points |
| Neatness | <u>2 point</u> |
| 20 points x 5 = | 100% |

One Color Adv/Flyer

| | |
|-----------------|----------------|
| Creativity | 8 points |
| Accuracy | 7 points |
| Technique | 3 points |
| Neatness | <u>2 point</u> |
| 20 points x 5 = | 100% |

Menu

| | |
|------------|------------|
| Creativity | 50% |
| Accuracy | 20% |
| Technique | 20% |
| Neatness | <u>10%</u> |
| | 100% |

Sinage

| | |
|------------------|----------------|
| Creativity | 5 points |
| Accuracy | 3 points |
| Technique | 2 points |
| Neatness | <u>1 point</u> |
| 10 points x 10 = | 100% |

Specialty Advertising

| | |
|-----------------|----------------|
| Creativity | 10 points |
| Accuracy | 5 points |
| Technique | 3 points |
| Neatness | <u>2 point</u> |
| 20 points x 5 = | 100% |

*Optional Bonus

Points will be awarded to any team that goes above & beyond the scope of the project. All work, including the bonus must be documented
~ with time & approximate costs.