

MMED-3035

Design and Image II

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Week by Week

DESIGN AND IMAGE II - Term Schedule

Week 1 /

Recap

- Week by Week and FOL overview
- Design & Image 1 review
- FIP overview

- Homework Assigned

Lesson:

- Web optimization lecture to review D&I 1.
- Overview of FIP

– Homework #1 Assigned: = 10%

Week 2 /

Branding lecture

Lesson:

- Branding lecture
- Logo generation with in-class work (Photoshop and Illustrator – bring your pencils and paper)

– Homework #2 Assigned: = 15%

Week 3 / HOMEWORK #1 DUE THIS WEEK = 10%

Lesson:

- InDesign - Fanshawe Style Guide

-Homework #1 Due: = 15%

Week 4 / HOMEWORK #3 DUE THIS WEEK = 10%

- Individual work - InDesign - Fanshawe Style Guide
- Reviewing and feedback of Homework #1 (Logo Design)

-Homework #3 Due by the end of class: = 10%

Week 5 / HOMEWORK #2 DUE THIS WEEK = 15%

Lesson:

- Packaging

-Homework #2 Due by the end of class: = 15%

Week 6 / MID TERM DELIVERABLE = 15%

- An in-class deliverable that will relate to the FIP for the term.

Week 7 /

Lesson:

- Animation - Part 1

Week 8 /

Lesson:

- Animation - Part 2 (Cinemagraphs and mp4: Tesla)
– **Homework #4 Assigned: = 10%**

Week 9 /

Lesson:

- Animation - Part 3 (logo animation: Tesla)
- Week 10 preparation file

Week 10 /

Lesson:

- Animation - Part 4 (green screen, masking, video stabilization, effects: Tesla)

Week 11 /

Lesson:

- Animation - Part 5 (complete any outstanding animation work)

Week 12 / FIP GRADED CHECKPOINT = 5% & HOMEWORK #4 DUE THIS WEEK = 10%

Week 13 /

- Zoom Feedback Session

Week 14 /

- **FIP PART 1 DUE = 30%**

Total: 95%

The remaining 5% will be attributed to completing activities started in class, which may be assigned as an in-class deliverable or to be completed for homework from work started in class.

Materials of Benefit (optional)

The following materials are optional for this course. You will something to do more traditional design work so hopefully you have some of these materials in your home and with you at school. You can buy all of these supplies at a dollar store.

- Pencils (any pencil of your choice will do (drafting pencils, B through H9 would be beneficial).
- A kneadable eraser (any non-smudging eraser will do)
- 1 sketchbook, minimum size 8.5"x11" (bound, hardcover sketchbooks are best but loose, plain paper will also be okay)
- Ruler, protractor and compass
- Inks (technical pencils, sharpies), markers, watercolour paints, pencil crayons, brushes.

HOMEWORK #1

Branding : *Individual Assignment*

Logo Design

Design your own logo for the FIP for one of the these defunct brands:

- Swerve
- Billy Beer
- Zima
- Burple
- Dr. Nut
- Orbitz
- Quatro
- Squeezit

Assignment Description:

You are required to:

Go through the same design process that we followed in class.

1. Create a new logo for your brand for the Final Integrated Project.
2. **Submit a proof of concept(s).** The sketches and thought processes/ brainstorming (lists) for what the finished re-branded logo will look like.
3. This is a developmental process and it will be important to try variations and different concepts into a single, unique and identifiable logo design.

4. A work-in-progress of the vector process of your logo design.

Submission Requirements:

Sketches (ideally more than 15 original ideas/variations) of your logo for the FIP.

Vectorized logo design from sketch (a work in progress).

- All deliverables MUST be submitted as a single pdf.
- Illustrator file must be provided for the vector logo work.

Assignment Due:

The assignment must be submitted to the FOL by the due date stipulated in the course Book. The submission folder for this assignment will close at the end of the first ten minutes at the start of class when it is due.

Method of Submission (to upload to FOL):

Finished file name:

LastName_FirstName_LogoDesign.pdf

Grading Rubric:

We will spent part of week four reviewing and critiquing these logo/label design ideas. The grade for this homework assignment will be based on the successful completion of both the assignment requirements, as well as, the completeness and detail of your label/logo design work.

1. **15 sketches** (pdf) = **75%**
2. **Vector logo design** (pdf and working file) = **25%**

Grade Value:

10%

HOMework #2

Branding : *Individual or Group Assignment*

FIP Style Guide

Assignment Description

Use Adobe InDesign to complete the Style Guide for your company/brand of the FIP.

Method of Submission (to upload to FOL):

Finished file name:

LastName_FirstName_FIP-StyleGuide.pdf

Assignment Requirements:

1. **DO NOT USE** the 'Fanshawe_Style_Guide' that we worked on in class (Homework #3). The design for your style guide for your FIP must be your own layout and design. It must reflect your chosen brand.
2. **Use Adobe InDesign** for this assignment.
3. The contents of your style guide **MUST** include the following sections and content:
 - Title page
 - Table of Contents (TOC)
 - Logo sketches (scans and/or photos)
 - Black and white (high contrast), Greyscale (value – if relevant) and colour (if relevant)
 - Clear space for logo
 - Representation of logo at 48px (.5") and 192px (2")
 - Colour study (colour swatch depiction if applicable to your logo design).
 - Typography study (all typefaces used in the brand design **MUST** be represented in full typographic display (lower case, upper case, numeric and special characters).
 - Closing page
4. One finished Style Guide for your FIP brand. **PDF ONLY.**
5. One Adobe InDesign working file.

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Assignment Due:

By the start of the class on the day it is due. Please refer to the Course Book for assignment due dates.

Grading Rubric:

Your grade will be based on the following criteria.

- Completion of the FIP Style Guide completed in Adobe InDesign. Accuracy to the list of requirements from the section above, named: **'Assignment Requirements' = 10%**
- Your name has been included to the submitted document and the naming convention of the file submitted are, as follows = **1%**:
 - Folder LastName_FirstName_FIP-StyleGuide
 - File name(s) – LastName_FirstName_FIP-StyleGuide.indd
 - File name(s) – LastName_FirstName_FIP-StyleGuide.pdf
- Style Guide must contain all printer marks = **1%**
- Overall design aesthetic = **3%**

Grade Value:

15%

HOMEWORK #3

Branding : *Individual Assignment*
Fanshawe Style Guide

Assignment Description

Use Adobe InDesign to complete the Fanshawe Style guide that we started in class today.

Method of Submission (to upload to FOL):

Finished file name:

LastName_FirstName_FSG.pdf

Assignment Requirements:

1. Download the pdf from the Week Three content area on FOL titled: 'Fanshawe_Style_Guide.pdf'. Complete the document using Adobe InDesign.
2. The file titled 'Fanshawe Style Guide Copy' contains all the written information (text/copy) for the style guide. You need to use all of the text/copy in this document to finish the Fanshawe style guide.
3. The folder titled 'Week 3 - D&I 2 - Lesson Assets' also needs to be used. These are the image files you need to use to complete your style guide document.
4. One finished Fanshawe style guide. **PDF ONLY. Your full name MUST be included in a 'Slugline'** at the bottom right of all pages.

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Assignment Due:

By the end of next class.

You will be given class time to work on this assignment.

Week four is set aside for feedback on your FIP.

Grading Rubric:

Your grade will be based on the following criteria.

- Completion of the Fanshawe Style Guide from the example provided. Accuracy to the original Fanshawe Style Guide provided for this assignment will be the bases of this grade attribution = **8%**
- Your name has been included in the submitted document and the naming convention of the file submitted is 'Last_Name_First_Name_FSG' = **1%**
- Proper file type (.pdf) with all printer marks applied = **1%**

Grade Value:
10%

HOMework #4

Animation: *Individual Assignment*
Cinemagraph

Assignment Description & Specifics (in order):

1. Build a cinemagraph based on a subject of your choosing (FIP theme would be recommended).
2. The cinemagraph needs to be made of no less than one static image and one piece of video content. The image and the video content need to be your own work (no stock imagery/video sourced online).
3. The file size of your finished and submitted cinemagraph MP4 should be no larger than 1080px (width) and 10mb.
4. The cinemagraph video needs to contain your full name in the bottom right corner.

Submission Requirements:

The grade will be based on the overall accuracy of following the directions above (1 to 3).

Assignment Due:

The assignment must be submitted to the FOL dropbox by next class. The dropbox for this assignment will close at the start of class.

Method of Submission:

Finished file name:

LastName_FirstName_Cinemagraph.mp4

Finished folder name:

LastName_FirstName_Cinemagraph.zip (.rar files are not accepted)

Grading Rubric:

Grades will be based on the following criteria:

1. Accuracy and sophistication of the cinemagraph video = **7%**
2. Finished MP4 size is 1080px wide = **1%**
3. Finished MP4 video is less than 10mb = **1%**
4. Your full name has been added to the bottom right corner of your cinemagraph mp4 = **1%**

I will not be providing any feedback or comments for this assignment. All grades will be derived from the accuracy of the file you submit and the overall adherence to the assignment requirements stipulated herein.

Grade Value:
10%

TBA

Assignment
TBA

Grade Value:

5%

Assignment Description & Specifics:

Assignment not yet defined. Typically this assignment is a completion of in-class work. It can also be a quick assignment to reenforce a lesson from class. More information will be provided closer to the day it is assigned.

Additional Information: Important - please read

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All work submitted throughout the term will be required to adhere to the **Fanshawe Code of Conduct** and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); no expletives, gender and/or racial slurs or inappropriate communications, written or verbal, where someone might take offence; no actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel '*might*' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to the IDP coordinator, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to **hand in all assignments to the course instructor on the due date**, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.