**Icon Project Report**

**Part 1: Draft**

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

**Audience**

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. Include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

[Describe your audience here]

**Message**

After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

[Describe your message here]

**Sketches**

*NOTE: You will not be sharing your sketches for the critique.*  
All layouts and designs required for the final project should be planned before you start working on the draft. To do this you will need to sketch out at least 3-4 variations for each icon. For this project, the *we expect to see 3 variations per icon.* This means you will have *at least 12 sketches* included below*.*

[Insert sketches here]

**Start Project Draft**

After you have finished sketching you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

**Color Scheme**

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](https://color.adobe.com/create/color-wheel/), [Paletton](http://paletton.com), [Color Schemer](http://www.colorschemer.com/schemes/), [Colour Lovers](http://www.colourlovers.com/), [Coolors](https://coolors.co/)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.

[Insert screenshot of color scheme here]

[Write a brief color strategy here]

**Critique Initial Post**

*NOTE: You will not be sharing your sketches for the critique.*

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.

[Insert a screenshot of your initial post (depending on class, on Discussion Board, Facebook or VoiceThread)]

**Part 1 Submission.**

Save this document with Part 1 completed as a PDF (File -> Save As - > File Format: PDF)

Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

**Part 2: Final Reflection**

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

**Target Audience Appeal**

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

[Insert explanation of target audience appeal here]

**Main Design Decisions**

Include an explanation of some of the main decisions you made when creating your design.

[Insert explanation of main design decisions here]

**Design Analysis**

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

[Insert design analysis here]

**Part 2 Submission.**

Save this completed document as a PDF (File -> Save As - > File Format: PDF)

Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.