



# GENERAL ASSEMBLY

## VISUAL DESIGN: Midterm Review

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### TASK

Present your progress and design thinking so far to your classmates.

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### GOALS & PROJECT REQUIREMENTS

**Your presentation deck should include the following:**

- A project objective and design strategy statement.
  - Research that reflects a visual survey of similar businesses and/or audience.
  - 2 or 3 moodboard options that each suggest distinct design directions.
  - A low-fidelity composition that abstracts elements to articulate the relationships between them on the page.
  - A color scheme, applied to your composition to reflect contrast and hierarchy.
  - You may organize the above any way you like — your goal is to share your thinking and progress on the project so far.
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### GUIDELINES

- You will have 10 minutes total for presentation and feedback.
  - Aim for a presentation that is between 6–8 minutes long.
  - **Rehearse ahead of time** — know what you will say about each slide in your deck and how you will connect it to the previous and following slide.
  - Plan to attend both nights, and to ask questions and give feedback to your fellow students.
  - We will be meeting in our usual rooms, but class will be extended 1 hour both nights, until 9pm. Unless you have outstanding circumstances, please plan to stay for the full three hours both nights out of respect for your fellow students.
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### PREWORK

- There is no additional pre-work or homework due mid-term week. This is to give you time to polish up your design work and to rehearse your presentation.
- You may want to review the week 1 reading: <https://medium.com/@monteiro/13-ways-designers-screw-up-client-presentations-51aeee11e28c>