



GENERAL ASSEMBLY

VISUAL DESIGN: Week 1 Homework

This week, you will be beginning research and ideation for your final project. You should use the final project prompt details, as well as the information below to complete this assignment.

TASK

Choose a brief to work with for the final project, and begin the design research and ideation process.

GOALS & PROJECT REQUIREMENTS

- Select a creative brief to work with for the duration of the class.
- Write one sentence that states the project objective.
- Write a short statement that articulates your design strategy.
- Collect research materials: find and create at least **six screenshots** of similar organizations and add them to your Pinterest collection under a “final project research board.”
- Keeping in mind your objective, strategy and constraints, create 2 (required) or 3 (optional) moodboards that express different potential design directions for your final project. Each moodboard should contain at least 12 different images from different sources.
- Use the above to create your mid-term and final project presentation deck. Organize the material so it tells a design story. Consider using Keynote or Powerpoint to create your presentation.

DELIVERABLES

- Project objective: one short sentence that summarizes what we’re making in plain English.
- Project strategy: one brief statement that answers who are we convincing to do what, and why?
- Visual survey: at least six screenshots of similar companies / organizations as a pinterest board.
- Moodboards: 2 (required), 3 (optional)
- Slide deck that collects and organizes the above into a cohesive presentation. Keep in mind that you will be adding to this slide deck each week. Your deck should be submitted as a PDF.

TIMELINE

Class 1: Discussion of objective, strategy and research

Class 2: Practice moodboarding

Your deck should be submitted before the beginning of Week 2 for evaluation:
December 15 at 6pm.

SUGGESTED WAYS TO GET STARTED

- Read the creative brief thoroughly.
- Highlight parts of the brief that will help you define the design objective and strategy.
- Create a list of key words and key concepts that define the client and their communication goals for the project.
- Create a list of key words and key concepts that define the audience.
- Set up sub-goals and constraints for yourself. As an example, spend 15 minutes collecting as much inspiration around a single keyword before moving onto other tasks.
- Begin a pinboard related to the audience: What other websites is this audience looking at? Where do they shop? Where do they get their news? What TV and movies are targeted at them? Start to build a profile.
- Begin a pinboard related to each keyword. For example, what does “bold design” or “sophisticated design” look like?
- The more research and visual inspiration you can gather, the easier time you’ll have putting your moodboards together.

RESOURCES

Bonus Reading Materials

- <http://www.fastcompany.com/919258/design-thinking-what>
- <http://hbr.org/2012/12/reclaim-your-creative-confidence>
- <https://openideo.com/blog/seven-tips-on-better-brainstorming>

Help creating a pinterest board:

<https://help.pinterest.com/en/articles/add-edit-or-delete-board#Web>

EVALUATION

You will be evaluated on:

- Your objective and strategy statement.
- Your pinboard of research materials / competitive visual survey.
- Moodboards: there should be at least two distinct moodboards, and each moodboard should contain at least 12 images.
- A slide deck that presents the above.

Unit 1 Assessment Rubric

Task	Exceed	Pass	Doesn't Pass
Write a design objective	Student writes a clear, one sentence objective that answers the question: "What am I designing?" in their own words.	Student answers "What am I designing?", but the language is unclear or unnecessarily wordy.	Student doesn't include an objective statement, or objective statement doesn't answer "What am I designing".
Write a design strategy	Student writes a clear strategy statement that answers "What am I making for who and why?" The strategy statement plays well with the objective statement.	Student writes a what/who/why strategy statement, but the language is unclear / too wordy.	Student doesn't include a strategy statement, the strategy conflicts with the objective statement, or the strategy statement doesn't adequately answer what/who/why.
Visual survey: collect research materials from similar businesses / competitors	Student includes more than six images from similar businesses. Student includes all the competitors mentioned in the brief.	Student includes exactly six images. Student includes all the competitors mentioned in the brief.	Competitive visual survey is missing or there's less than six images. Student did not include all of the competitors mentioned in the brief.
Create at least two moodboards	Student includes more than 2 moodboards. Individual moodboards each cohesively express a different design direction. Each moodboard includes at least 12 images.	Student includes exactly 2 moodboards. Individual moodboards each cohesively express a different design direction. Each moodboard includes at least 12 images.	Student includes less than 2 moodboards. Moodboards fail to convey a cohesive design direction. Moodboards have less than 12 images.
Organize the above deliverables into a presentation deck	Presentation is designed, well-organized and considered. All of the above elements are included on multiple slides.	Presentation includes and organizes all of the above elements.	Student doesn't create a presentation deck or elements are missing from the presentation.

Note: Special consideration on the writing portion of this assignment will be given to students who speak English as a second language. If English is not your native language, please identify yourself to your instructor.