Slide Design 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. This can 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.

"Disney's primary target market of 4-12-year-old boys and girls, is widely diverse, including the younger half that are still children and the older half that are on the peak of their teenage years. This segment is considered primary because they have the greatest influence over their parent's decision-making and are most excited about the brand. These children are also heavy-users of the brand in that they experience the thrill of rides, wear Disney memorabilia, and use the brand as a source of entertainment."

Source: https://advergators2.weebly.com/consumer-analysis.html

The primary audience for this slide presentation would be the **Disney executives** who approve the budget to fund the creation of the campaign. The ads themselves are targeted towards **parents** who have either boys and girls age 4-12. The interests of the **children** of these parents would include watching movies and television shows, singing, and playing video games.

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?

Spend the day at Walt Disney World, make memories, go home happy.

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 variations for each layout or design. Include as many of the minimum project requirements as you can in a sketch. *Slide*
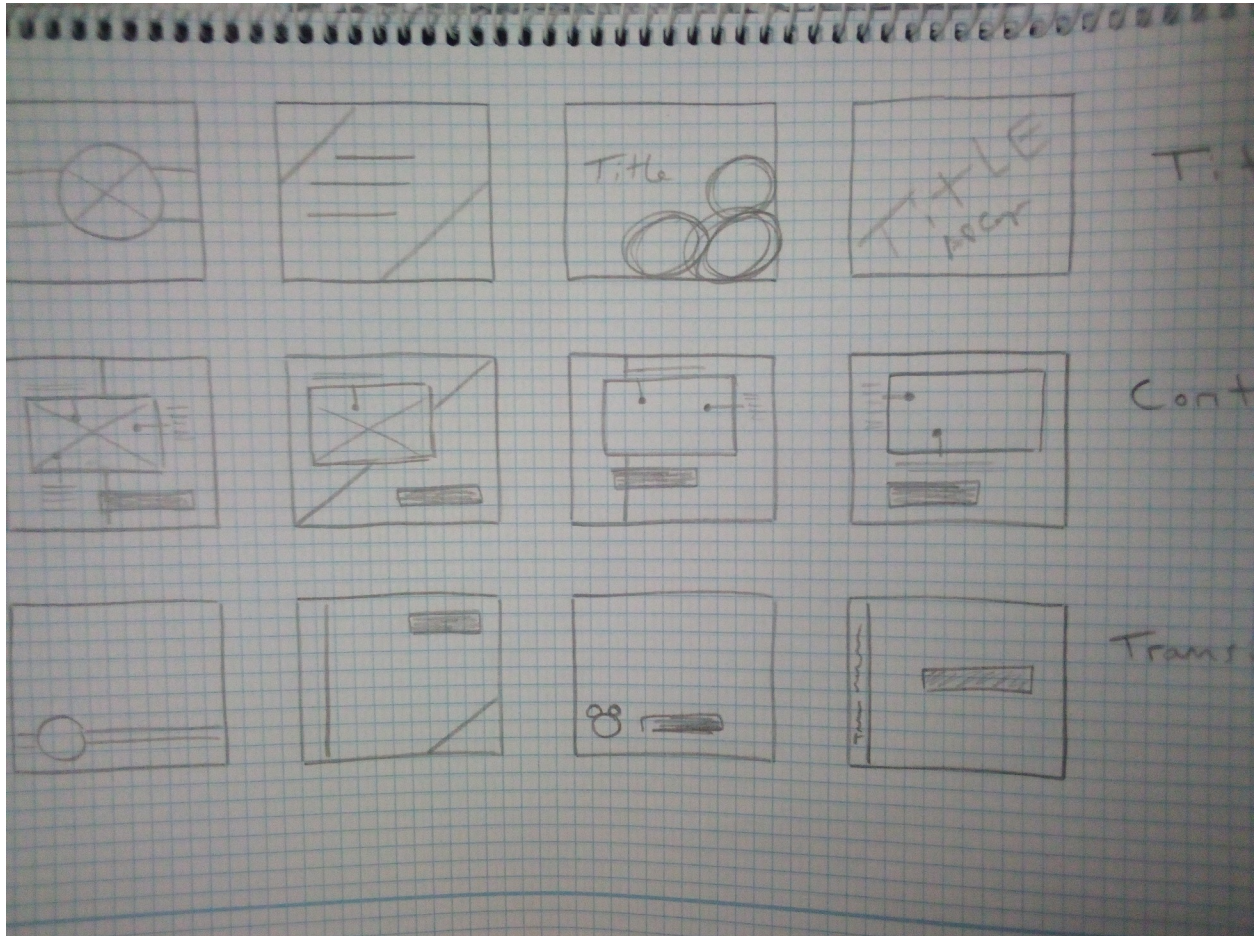
Start Project Draft

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]

Typography

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you can delete or leave this section blank.

Typeface #1 Name: Broadway
Typeface #1 Category: Modern sans serif

Typeface #2 Name: Bookman Old Style
Typeface #2 Category: Oldstyle

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, Paletton, Color Schemer, Colour Lovers, Coolors). 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.

Using the blue color from the Walt Disney World logo, I colored the page titles, large mouse ears and sidebars. I added a complimentary orange taken from the original ad which became the title page subtitle and the bar on the transition pages.

Draft Attribution

Insert imagery assets (images, photographs, graphics, etc.) attribution here. Insert an image of each asset used in your project into this document below. Provide a link to a page that showcases the original asset and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

Borrowed/Purchased Assets Photography: Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Meaning, provide a link to the image. The link cannot be a google image search result page. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

Creations by others

[Insert an image of each imagery asset used (images, photographs, graphics, etc.) created by someone else. Include a link to the original download page of each asset (that showcases the asset and license type) if required by the instructions above. If you used more than three visuals, copy and paste as many subsections as needed.]

Important information: Depending on your professor/project, you may or may not be allowed to use visuals from other creators. If you are unsure, check with the instructions and then your professor.

Visual
Image: Disney ad 1
Image link: https://insidethemagic.net/2020/01/walt-disney-world-ads-tm1/
License type: Fair use

Visual
Image: Disney ad 2
Image link: https://insidethemagic.net/2020/01/walt-disney-world-ads-tm1/
License type: Fair use

Visual
Image: Disney ad 3
Image link: https://insidethemagic.net/2020/01/walt-disney-world-ads-tm1/
License type: Fair use

Visual
Image: Walt Disney logo
Image link: https://1000logos.net/walt-disney-world-logo/

Photos by you

[In the following section, include any images you created and used for this project. Be sure to include the date you took the image. If you took more than three images, copy and paste as many subsections as needed.]

Photo
Image: Creative ad

Date took: Created during week 11

Photo
Image:
Date took:

Photo
Image:
Date took:

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.
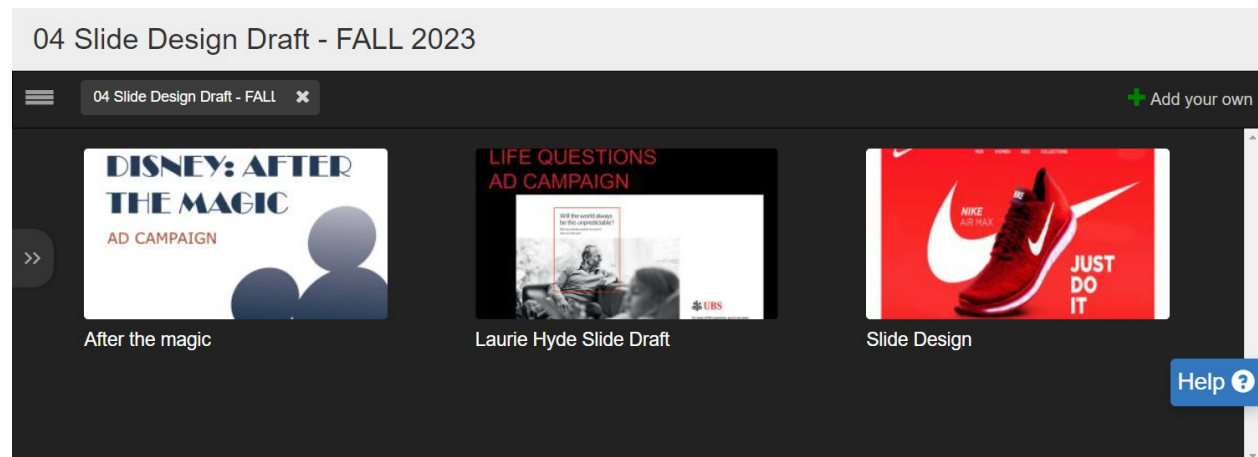
Part 1 Submission.

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.

Final Attribution

Proper attribution is very important in this class and in the workforce. If assets have changed from the original draft, you will need to give attribution again here for the final reflection. Insert imagery assets (images, photographs, graphics, etc.) attribution below. Provide a link to a page that showcases the original asset image and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.

- **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images should be clearly labeled that they were created or taken by you.
- **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

[If assets HAVE NOT changed from those listed for the draft (Part 1 of this document), you may simply state this here. If assets have changed, insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above.]

In addition to the same assets I used above, I added an additional logo to the last side

Visual
Image: Walt Disney logo

Image link:

https://madresconectadas.com/walt-disney-world-logo-png/

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

The presentation appeals to the target audience due to the contrast between main, transition and content slides. The overall slide design takes colors from the original ad as well as branding elements from the company that are easy for management to identify. The position of elements on the slide also play with the alignment (both vertical and horizontal). The result creates images that look like snapshots or what parents might return with after a long day spent in a Disney World park.

Main Design Decisions

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

I used branding from the parent company in the form of mouse ears throughout the presentation. I chose to tilt the content images as if they were memories from a scrapbook. The misalignment of the image is balanced by the careful placement of the text (vertical and horizontal) that frames each ad. Having the corners overlap the vertical titles also connects the two elements visually on the page.

Design Analysis

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

Because the presentation is made up of slides intended to be used for a different purpose (main, transition, content), it was important to include elements that would tie them all together. For this, I primarily used color (blue and orange). Another element that I repeated across the presentation was the mouse ears. Also, the text used across the presentation is all upper case. On the content slides, I used contrasting elliptical shapes against the rectangular ad images. And, even though there are slides with both vertical and horizontal text, I was careful to align them with the lines already on the page and or the corners of the images. Finally, I used gradient and transparency to increase the texture of the pages without complicating the overall design.

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.