

Project Report

Side Design - Lynnette Beatty

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.

The audience consists of male and female single adults, ages 18-30 who are athletes. This group of people love to run and stay fit. They understand the importance of a good quality shoe.

Message

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

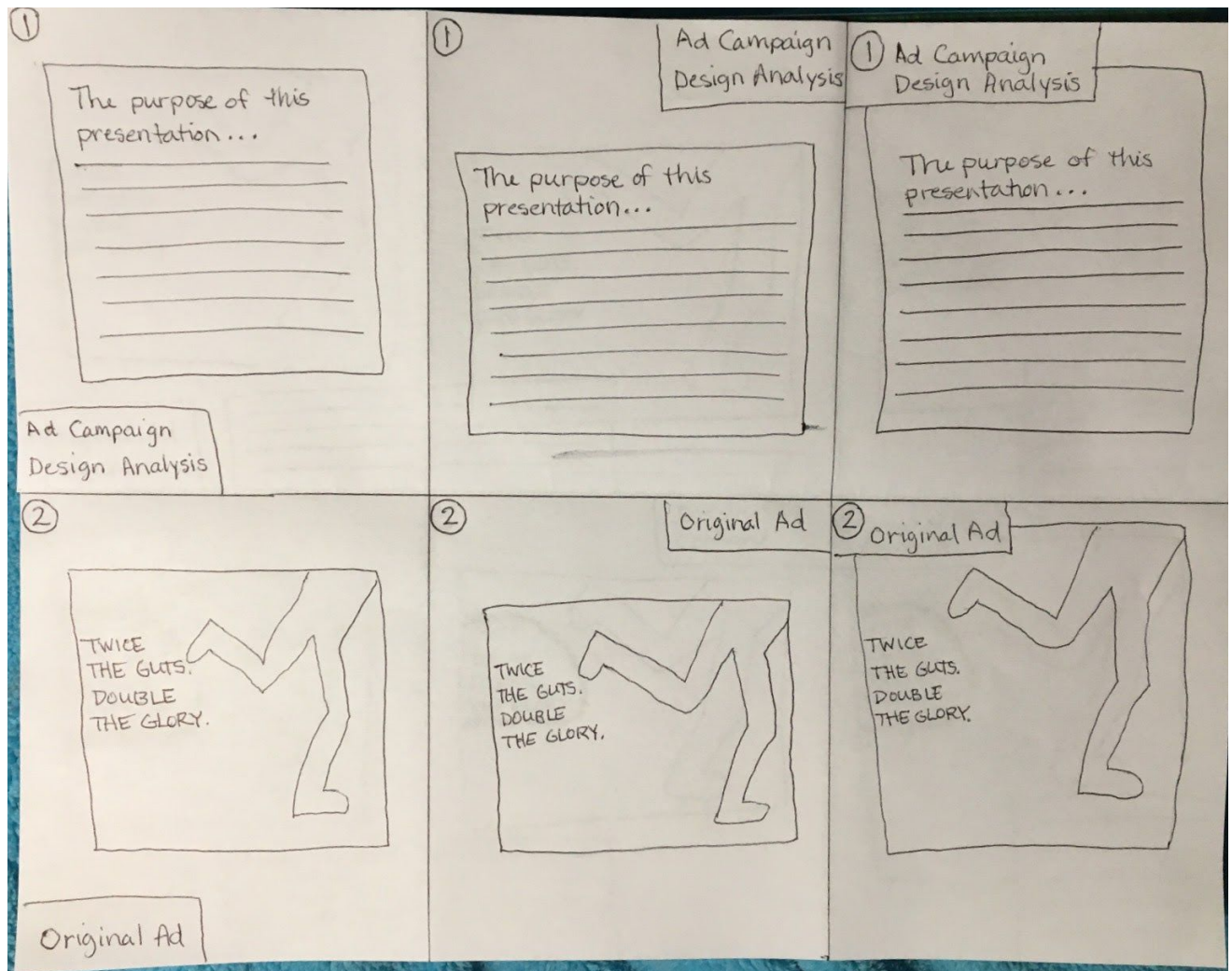
Nike shoes will enable you to perform your best.

Sketches

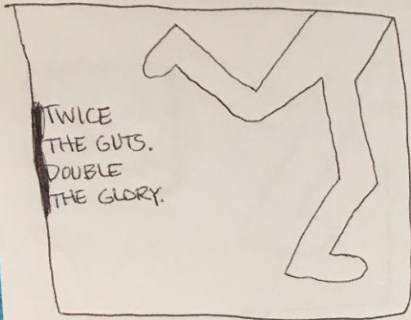
NOTE: You will not be sharing your sketches for the critique.

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 layout or design. Include as many of the minimum project requirements as you can in a sketch.

(Magazine Spread Project: 3 variations x 3 required pages = at least 9 sketches; Icon Set Project: 3 variations x 4 icons = at least 12 sketches; Creative Ad Project: 3 variations x 2 sizes = at least 6 sketches; Slide Design Project: 3 variations x 6 slides = at least 18 sketches)



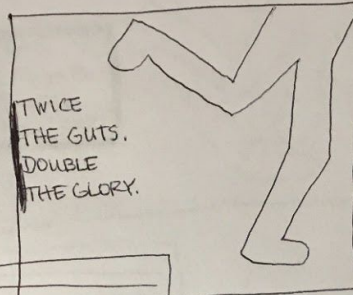
③



Original Ad Alignment

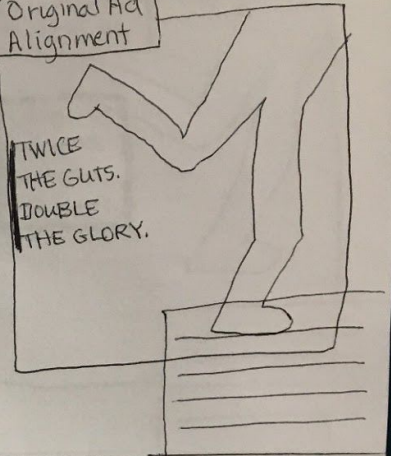
③

Original Ad Alignment

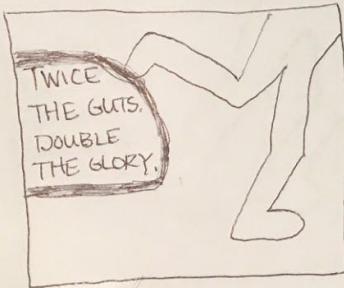


③

Original Ad Alignment



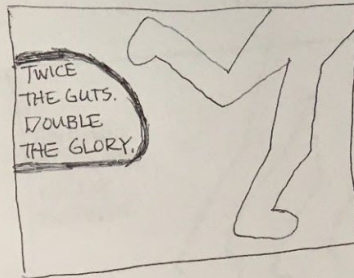
④



Original Ad Contrast

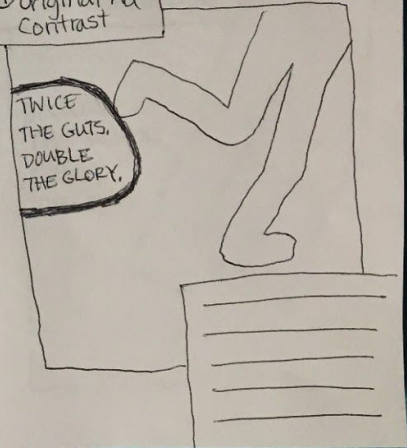
④

Original Ad Contrast



④

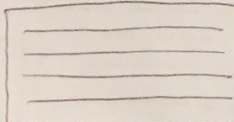
Original Ad Contrast



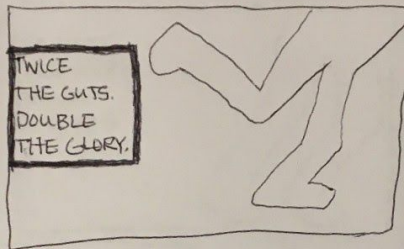
5



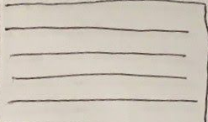
Original Ad
Typography



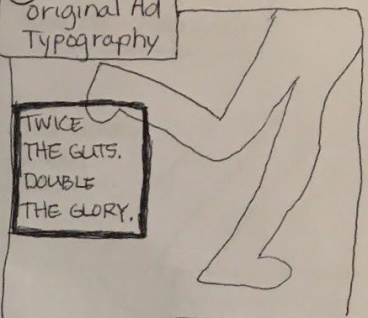
5



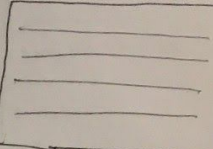
Original Ad
Typography



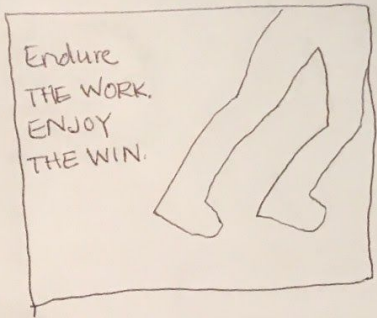
5



Original Ad
Typography

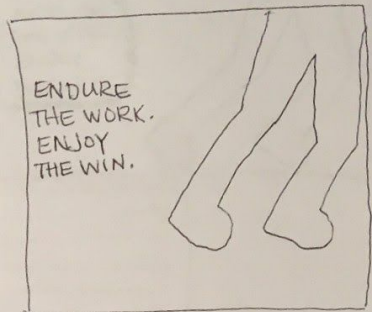


6



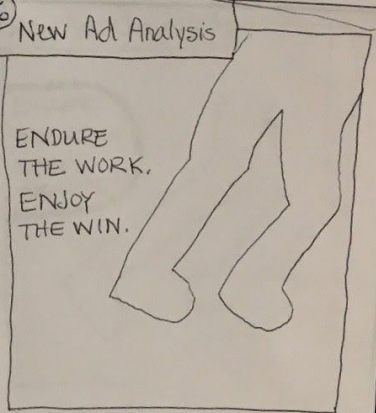
New Ad
Analysis

6



New Ad
Analysis

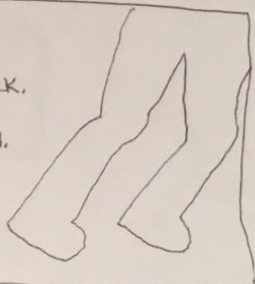
6



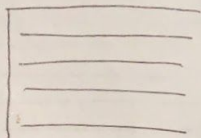
New Ad
Analysis

⑦

ENDURE
THE WORK.
ENJOY
THE WIN.

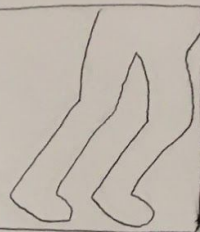


New Ad
Alignment

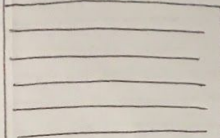


⑦

ENDURE
THE WORK.
ENJOY
THE WIN.



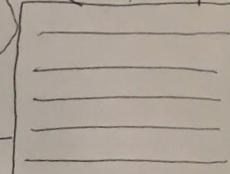
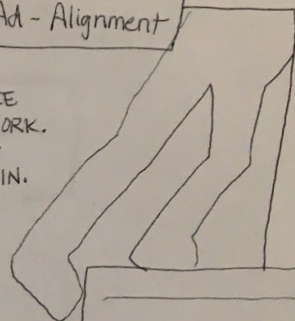
New Ad
Alignment



⑦

New Ad - Alignment

ENDURE
THE WORK.
ENJOY
THE WIN.

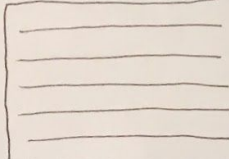


⑧

ENDURE
THE WORK.
ENJOY
THE WIN.

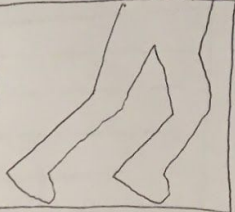


New Ad
Contrast

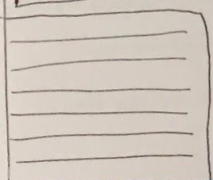


⑧

ENDURE
THE WORK.
ENJOY
THE WIN.



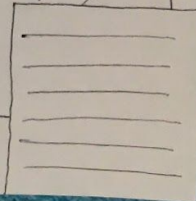
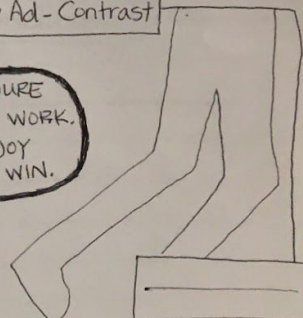
New Ad
Contrast

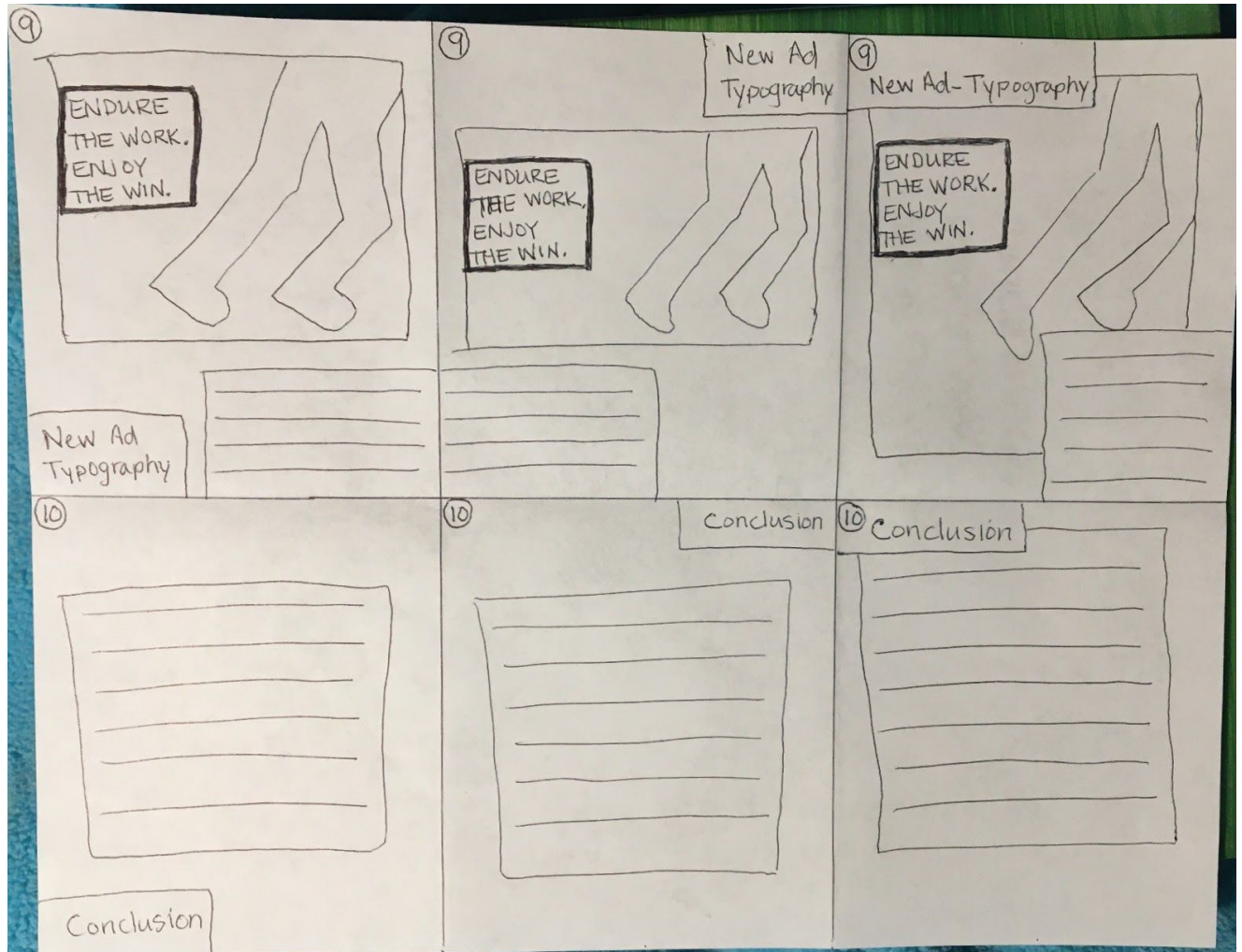


⑧

New Ad - Contrast

ENDURE
THE WORK.
ENJOY
THE WIN.





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 (where applicable)

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: Myriad Pro - Bold

Typeface #1 Category: Sanserif

Typeface #2 Name: Minion Pro - Regular

Typeface #2 Category: Serif

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.



Purple - will be used for the Nike Logo and text border.

Blue - the blue will be used for the page background.

Gray - will be used for the body text background.

Green - will be used for the title background.

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.):

- **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.
-



Nike Shoe Ad - Fair Use

<https://www.theguardian.com/media/2012/aug/13/nike-ad-mo-farah-olympics>



Nike Logo - Fair Use

<https://www.pngwave.com/png-clip-art-nwrvq>



pexels.com - free stock photos licensed under the Pexels license

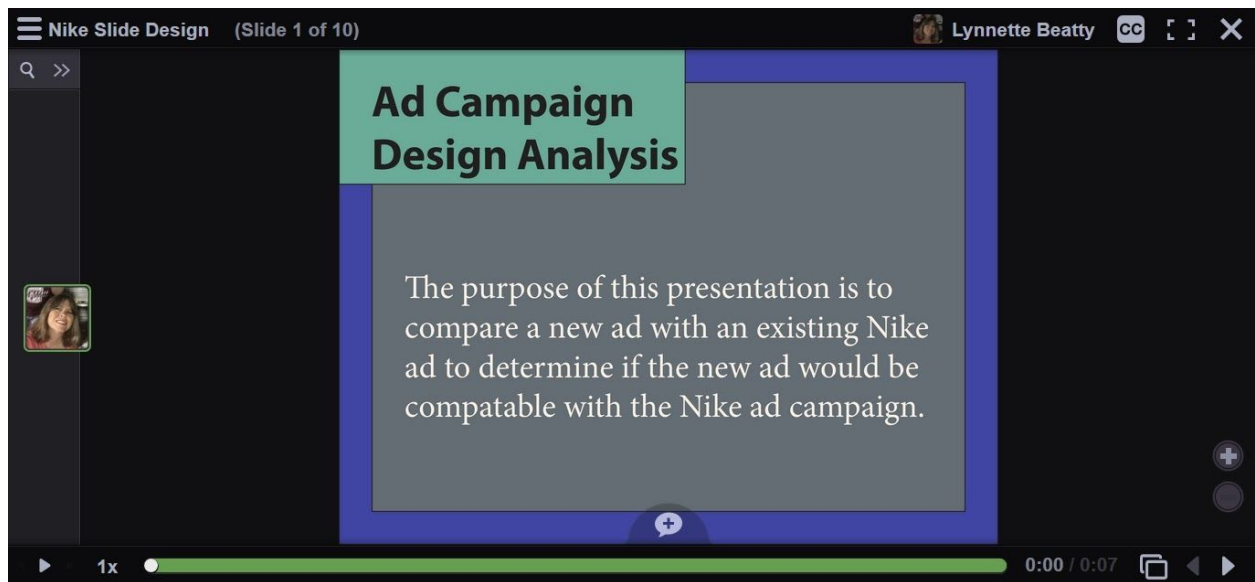
Photo by [Leandro Boogalu](#) from [Pexels](#)

<https://www.pexels.com/photo/man-wearing-black-tank-top-and-running-on-seashore-1390403/>

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.



Voice Thread for the Slide Design DRAFT

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.]



Nike Logo - Fair Use

<https://www.iconsdb.com/purple-icons/nike-icon.html>



Voice Thread for the Final Slide Design

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 target audience is comprised of driven men and women who are not satisfied with second best. The ad message, “Endure the work. Enjoy the win.” speaks to their inner core beliefs. The photograph in the ad shows a man running on the beach, instead of playing like everyone else. This audience understands the meaning of the word sacrifice as well as the feeling of victory. This ad will attract the target audience and entice them into buying Nike running shoes.

Main Design Decisions

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

My goal was to match the original ad as much as possible, so that the new ad could be used in the Fall Sports Nike Ad Campaign. Using the original ad as a guide, I used the same design style in color, alignment, and typography for the new ad. I took the new image and made it the same size in height and width as the original photo. Then I changed the new photo from a color photo to a grayscale image so it would match the original ad. I also placed a Nike logo in the same location as in the original ad, but changed the color to purple so that it would stand out against the grayscale background. I used an image of a man running in Nike shoes, just like was in the original ad.

On the slides, I used a soothing blue page that provided a nice background for the black and white photos. I placed the Nike logo in the upper right corner of the first and last slide. I matched the purple in the Nike logo for the border around the text box. This tied the two elements together and allowed the text to pop off the page. I moved the text box down to the lower right corner so that it would not cover up so much of the image. I used a nice green box for the title on each page. I also did professional looking draw-overs on each slide in bright colors to draw attention to the design features.

Design Analysis

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

The title of the new ad uses a bold sans serif font. It demonstrates a strong, no-nonsense message to its viewers. It is also left-aligned along with the logo to send a powerful statement that will be remembered.

The image used in the ad is black and white, with the only color being the purple Nike “swoosh” logo. This contrast draws attention to the Nike brand.

The new ad has the same dimensions as the original ad, which enables it to be easily placed into the existing Fall Sports Nike Ad Campaign.

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.