

Project Report

Part 1: Draft- Lynnette Beatty

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 target audience for my magazine spread is adult members of The Church of Jesus Christ of Latter-day Saints, ages 18-100. This group of people has an interest in temples and a desire to learn more about the Gospel of Jesus Christ.

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?

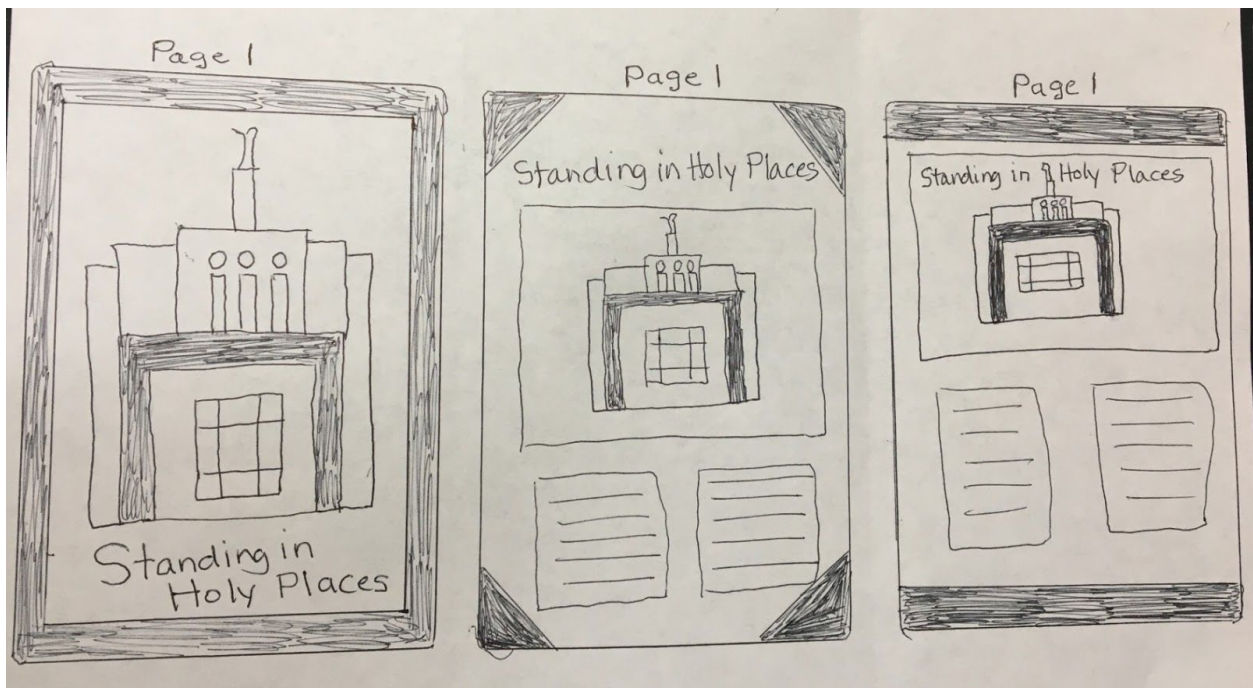
The message I want to convey to the target audience is that:

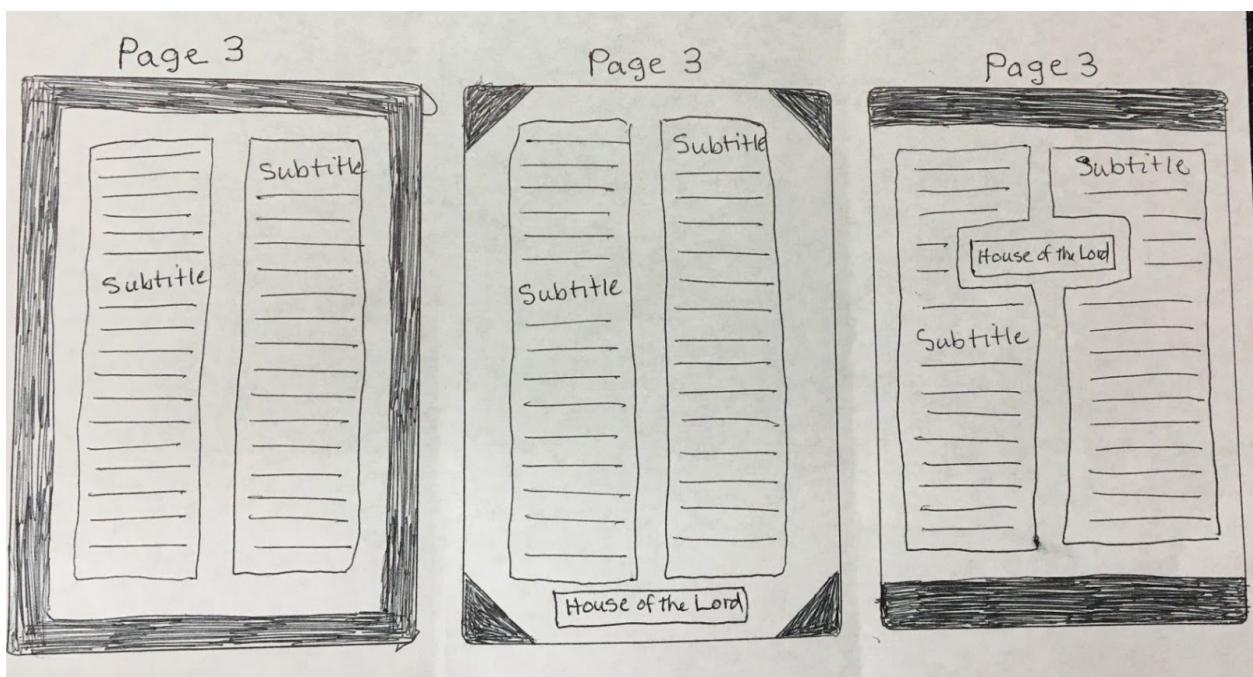
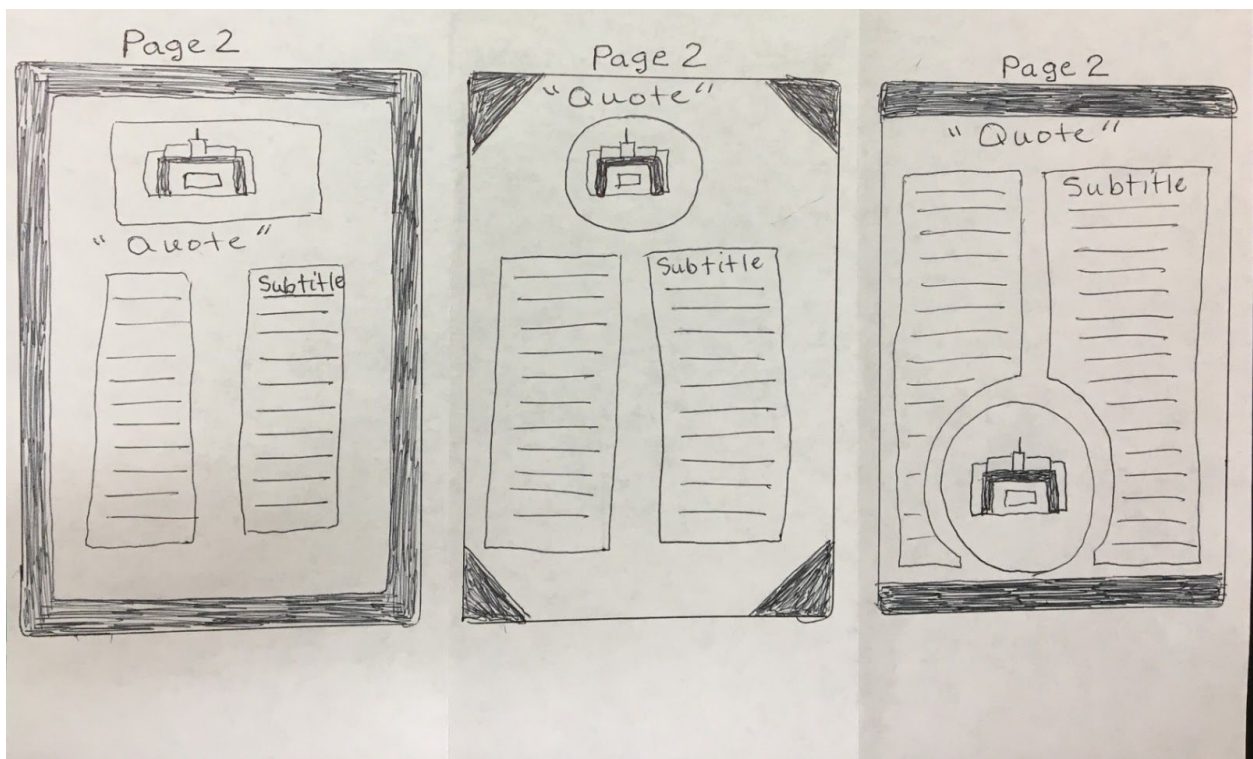
Temples are holy edifices where we can feel peace and receive spiritual strength.

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)





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: Parisienne

Typeface #1 Category: Script

This font will be used for the title (heading).

Typeface #2 Name: Bevan

Typeface #2 Category: Slab

This font will be used for the subheadings.

Typeface #2 Name: Calibri

Typeface #2 Category: San-serif

This font will be used for the body text.

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](#), [Coolers](#)). 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.



The purple (#5A2F57) will be used for the page borders.

The green (#79A479) will be used for the page background.

The blue (#25408F) will be used for the subheadings.

The black (#000000) will be used for the image border.

The white (#FFFFFF) will be used for the title.

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.

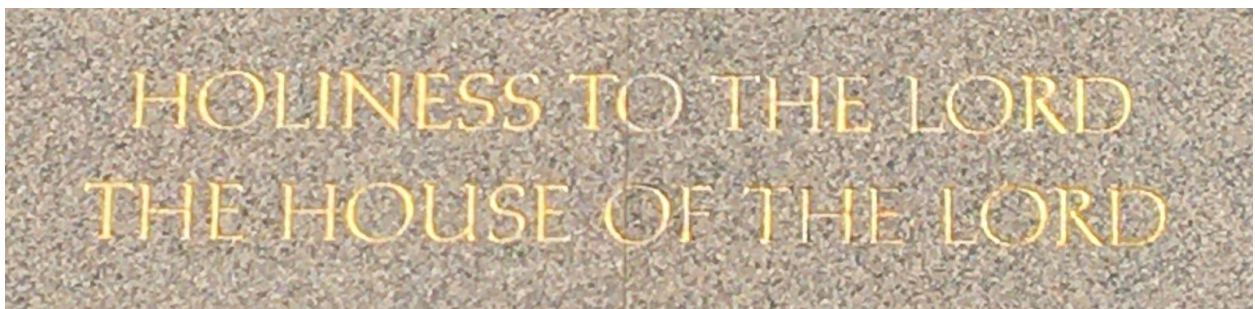
[Insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above. If the image was taken by you personally, include the date that you took the photo.]



This picture of the Snowflake, Arizona Temple was taken by myself, Lynnette Beatty on February 12, 2020.



This picture of the Snowflake, Arizona Temple and fountain was taken by myself, Lynnette Beatty on February 12, 2020.



This picture of the inscription on the Snowflake, Arizona Temple was taken by myself, Lynnette Beatty on February 12, 2020.

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.):

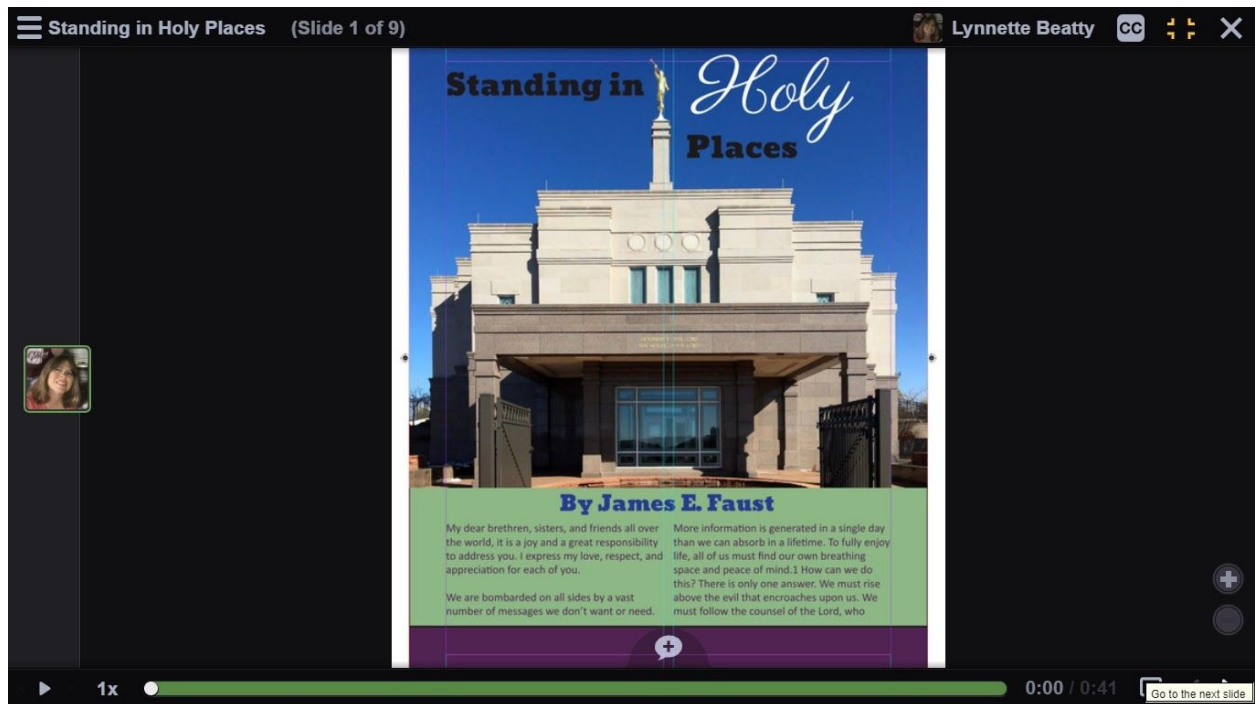
- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.
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[If assets HAVE NOT changed from those listed for the draft (Part 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.]



This picture of the Snowflake, Arizona Temple was taken by myself, Lynnette Beatty on February 12, 2020.

This is the same picture I used in the draft, I just straightened it to make it look more horizontal.



This is a screen capture of my final submission of my magazine spread to VoiceThread on 2020/2/21.

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 beautiful picture of the temple, the eye-catching title, and the color scheme will draw the attention of the target audience. The overall design of the magazine spread looks clean and colorful. A beautiful design gains the trust of readers. Those who look at the first page will like what they see and will want to read the article.

Main Design Decisions

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

On the first page, I extended the picture of the temple out to the edge of the page to have a more dramatic effect. I used the purple headers and footer to give a colorful and modern look. The green background ties all of the pages together. I used contrasting fonts that draw the attention of the audience. The round picture of the temple on page 2, creates a focal point of interest and looks stunning. I included the inscription “Holiness to the Lord. The House of the Lord” on page 3 with the text wrapped around it because this is the main message of the article. The temple is the Lord’s house where we can feel peace and holiness.

Design Analysis

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

For the design of the photographs, I centered the picture in the middle. This drew attention to the Angel Moroni. With the round picture of the temple, I included the bubbling fountain, because within the temple is where we can drink of living water.

I used the muted green for the page background because it provided a nice contrast with the photographs as well as the borders. I used purple for the borders because it really allows the pages to stand out. The hues in the color palette look great together and are appealing to readers.

For the typography, I used 3 contrasting fonts. I used 2 fonts in the title - a black slab and a white script, because I really wanted the word, “Holy”, to pop off the page. I also use the slab in the subheadings and made them blue to easily separate them from the body text. For the body I used a san serif that looks great and is very readable. I also made the body text the same purple color I used for the headers and footers to tie everything together.

The overall design of the magazine spread looks professional and appeals to the audience. The colors, typography, and photographs all work together to provide a clean, modern, and attractive look. Readers are drawn into the article because the design stimulates their interest.

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.