Project Report

Part 1: Draft by 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 the Garden Icon Set is working adults ages 18 to 30 who live in the United States and have an interest in gardening. They also have a love for nature. The people in this audience have busy lifestyles and sometimes need to take a step back from the stress of their daily routine to appreciate the beauty around them.

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?

We need to have balance in our life, just like there is a balance in nature. It would be wise to set aside some time to reconnect with nature. As we work in the garden, we find a renewal of life. When we feel the soil in our hands with the sun shining on our back, our troubles melt away and they are replaced with peace and a sense of accomplishment.

A smart gardener plants vegetables with flowers mixed between them. The vegetables provide shade and protection from the wind for the flowers. The flowers are a detriment to harmful insects, while attracting beneficial bees and butterflies. Together they create a balanced, symbiotic relationship.

Carrot - Stand tall and firm like a carrot.

Tomato - Keep your life well rounded like a tomato.

Peas - Stay close to your family like peas in a pod.

**Daisy** - Spread happiness and sunshine like a daisy.

Tulip - Bring joy to the world like a tulip.

Daffodil - Get a fresh new start every year like a daffodil.

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)*
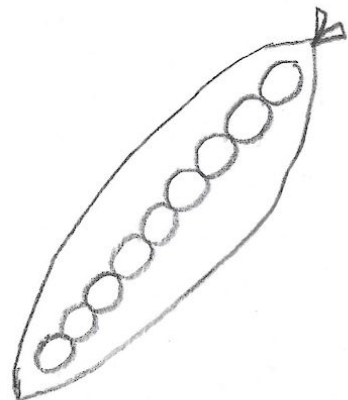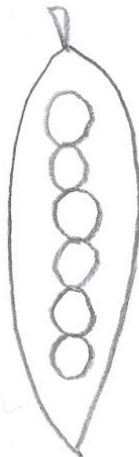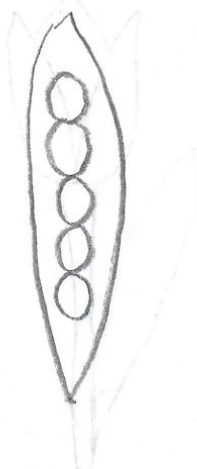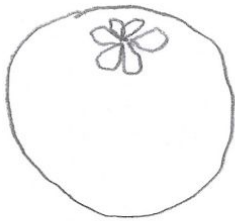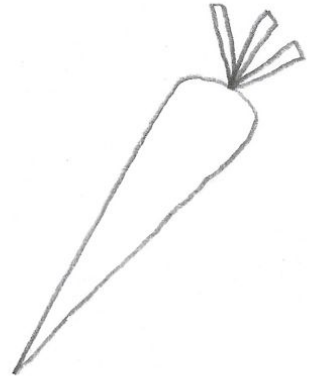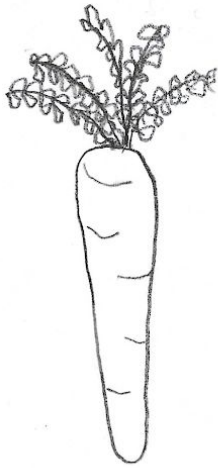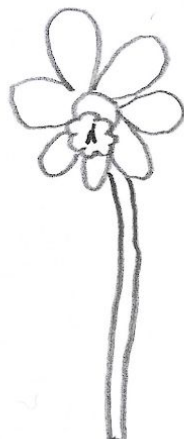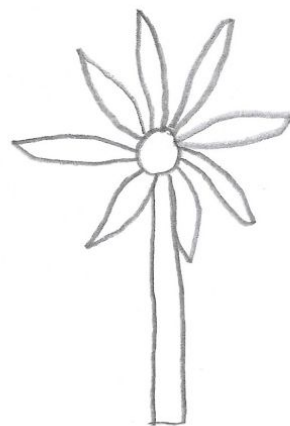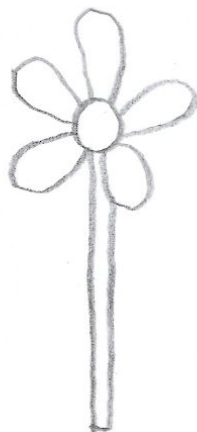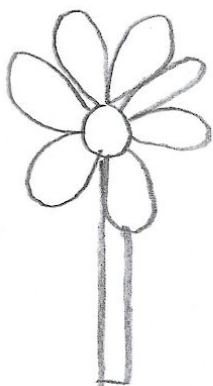
Start Project Draft

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:

Typeface #1 Category:

Typeface #2 Name:

Typeface #2 Category:

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.

| #F26398 | #21D904 | #EBF216 | #F27405 | #D92B04 |

I will use these colors in my Garden Icon Set. They are bright and cheery and will make my vegetable and flower icons look great. The pink, green, and yellow will be used for flowers. The green, orange and red will be used for vegetables. These colors will look attractive to the target audience.

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 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.]

All of these images have the Creative Commons license:

carrot - https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/close-up-photography-of-orange-carrots-1306559/

Photo by Suzy Hazelwood from Pexels

tomato - https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/red-tomato-5617/

Photo by Kaboompics.com from Pexels

peas - https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/green-peas-768090/

Photo by R Khalil

daisy - https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/white-and-yellow-flower-with-green-stems-36764/
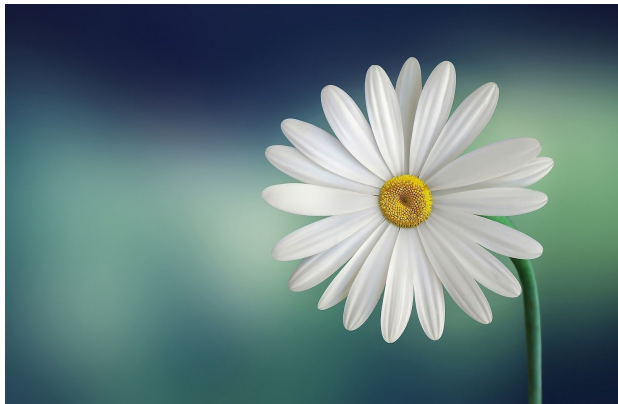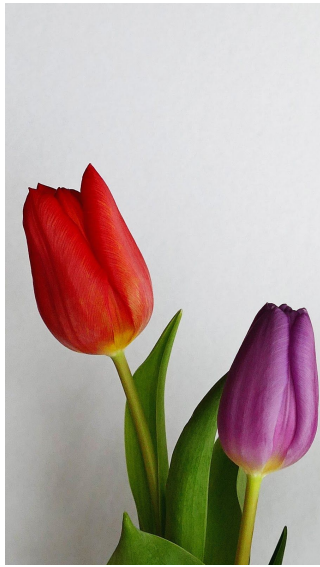
Photo by Bess Hamiti from Pexels

tulip-https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/blur-close-up-decor-delicate-157524/

Photo by Anthony from Pexels

dafodil - https://www.pexels.com/creative-commons-images/

https://www.pexels.com/photo/selective-focus-photography-of-yellow-flowers-1250383/

Photo by David Jakab from Pexels

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.

[Insert a screenshot of your initial post (depending on class, on Discussion Board, Facebook or VoiceThread)]
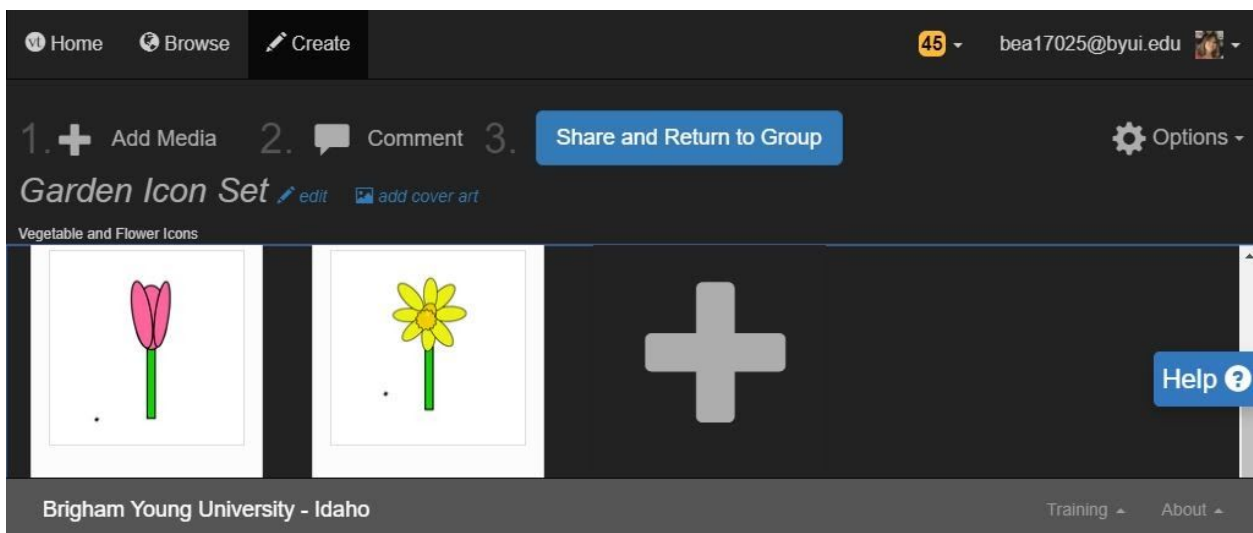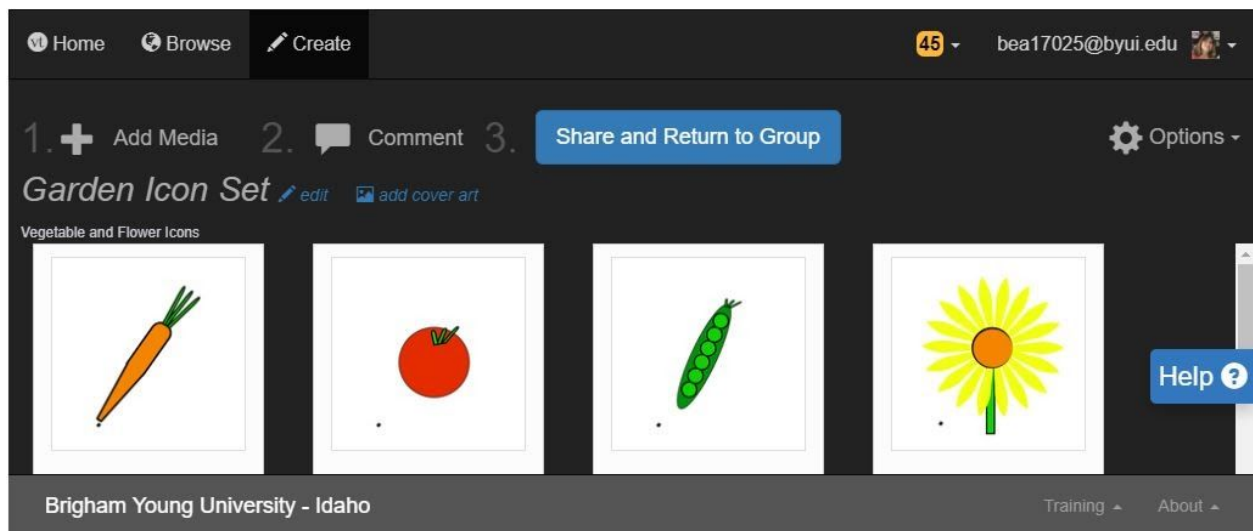
Part 1 Submission

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 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.]

I have not changed the images I used for reference as noted in Part 1 of this document.

I have not used any additional imagery assets.

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 Garden Icon Set will appeal to the target audience because each icon is a reminder of how to have a happier, less stressful life. The message associated with each icon is designed to be uplifting and motivating. The bright colors and simple design will be attractive and refreshing to busy hard-working adults. The simple icons and messages will speak to the inner desire of the target audience to live a simpler, more fulfilling lifestyle.

Main Design Decisions

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

I chose to focus on gardening because it is something I love to do and it brings me joy. I know many people love the idea of gardening but just don't have the time or resources to do it correctly. I wanted to bring the joy of gardening to those who may be feeling stressed in this complex world we live in. Thinking about nature brings comfort to the soul.

The reason I chose to draw a carrot, tomato, and peas is because those are some of my favorite vegetables. Also, they can be drawn with simple lines and circles, which is great for me because I am just learning to use Illustrator.

I chose the daisy, tulip, and daffodil because I love these flowers! Drawing these flowers was a little more complex than drawing the vegetables, but it gave me an opportunity to practice some of the Illustrator techniques like reflect, rotate, and copy. I also got to use the star tool to make the scalloped circle on the daffodil. By designing the flowers, I learned some new skills and I am happy with the results.

Design Analysis

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

I used the photographs, as shown in the Attribution section, as a reference for drawing my icons. I tried to use similar colors and shapes as shown in the images. I used rectangles, ellipses, lines, paths, and a variation of the star.

The color palette I chose are colors that can be found in nature. I used shades of green, red, orange, yellow, and pink with a black outline. Three green stems are repeated in each icon, connecting them as a set. They are also all outlined in black, which ties them together and gives them a more professional look. The bright colors are stimulating and will wake you up if you are having a dreary day.

The overall design of the icon set is simple, which is appealing to the eye. The simple shapes and bright colors will draw the attention of the target audience and will hopefully be something they will remember. The colorful Garden Icons will brighten the day of those look at them.

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.