

GRDS 400 Studio II

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Due Dates	Project 1 and 2
Class 1 Project Ideas	For this project you will work independently with the Professor and self-manage a substantial project of your own choosing—this is not about creating a logo and a look and simply applying it to things. This first project is about communicating extensive information about a subject to a specific audience.
Class 2 Proposal/Brief	I want to see if you can handle lengthy levels of information about something. Research a social issue or cause and educate people about it. Or come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online system, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek.
Class 3 Project Presentation	Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience.
Class 9 Proj 1 Process Book Written Critique	The final outcome of the project will be equivalent to 3-4 uniquely designed pieces. Should you decide to do something more extensive, that one component may count for 2 or even 3 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.
Class 10 Proj 1 Designs	Elements may include a book, a series of books or large format brochures, posters, an ad campaign, a non-superficial magazine, environmental strategies, direct marketing, a website, an installation, exhibit/display, film, or motion media campaign—or any other appropriate artifact. A multi-page print component is required.
Class 11 Project Ideas	In the first two weeks, you will develop two unique and extensive potential solutions for your project and a project proposal for a pretend client. Since your proposal should be in a digital format, feel free to do a 14 day free trial at BetterProposals.com to create your proposal. Overall, your proposal should include:
Class 13 Design Proposal	<ul style="list-style-type: none">• Cover Sheet/Landing Page• Situational Overview — this could be an industry overview or information that gives context to the challenge• Problem Statement — this should clearly lay out the challenge you're facing. Be specific. Show that you clearly understand all the pertinent issues.• Goals & Objectives — Again, be specific.• Target Audience(s) — Demographics and Psychographics• SWOT• Competition• Course of Action — specific Marketing Strategies & Tactics• Creative Strategy — two distinct, innovative approaches• Implementation or Production Schedule
Class 19 Proj 2 Process Book Written Critique	Normally, a proposal would also include information on you and your qualifications, and cost estimates through delivery but those don't need to be included here. You will include a Visual Brief on how each of your two ideas could play out. See examples online. You will present your proposal to the class on Class 4.
Class 20 Proj 2 Designs	Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

Because of the socio-economic situation currently unfolding in Venezuela, the price of items rises on a daily basis. The poverty rates are at the country's highest and constantly raising. People tend to buy used items, whether it be clothing, shoes, electronics, among other things, regardless of their income or overall social status. The value of the country's currency constantly devalues, so people usually don't or cannot save money.

For this project I would make reselling store, that along with a non-profit would focus on selling cheap used or old items, and turn the profit towards those in need.

Create an experience that would draw people to donate and buy items from the store. People would either get a feel they're buying something new even if it is used, or they would look for the low price, while also feeling good for helping those in need.

The target audience would be anyone who could either benefit from buying at the store, to those who want to contribute by buying. From young adults coming up, to well settled adults or elderly.

Family

Local

Old

Uplifting

Rustic

Helping

Brochure

One-Page Website

Motion Graphics promotion

Store Image (Logo and Graphic Elements, Walls and Poster)

Complete Packaging (Bags, Boxes for shoes, clothing, electronics, etc.)

Concept 1: Retro



Fonts

Googie

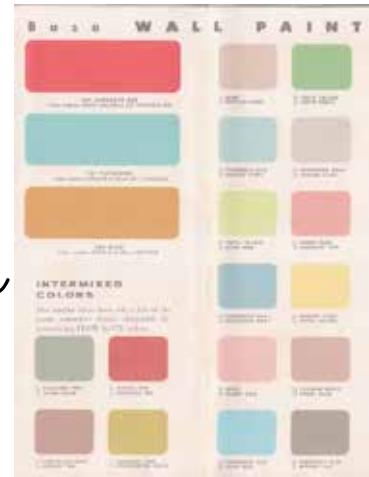
GOOGIE

Googie

Googie

Googie

Color Palette



Concept 2: Homestyle



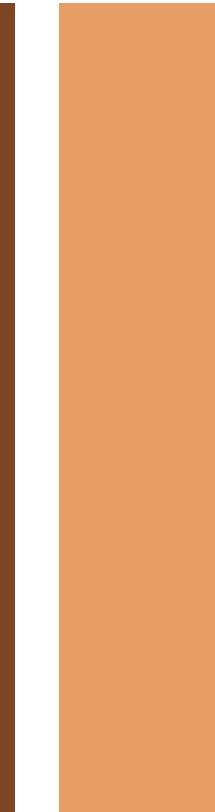
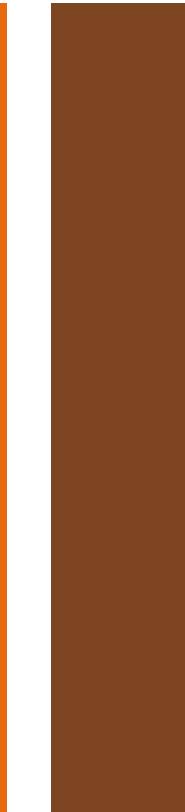
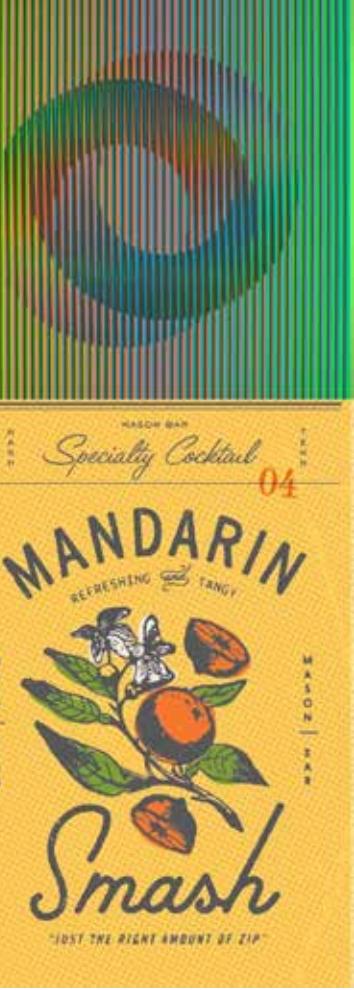
Color Palette



Concept 3: Minimalistic



Color Palette



Title

Salveation Regular

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consectetur adipiscing elit. Ae-
nean lobortis egestas odio.*

Starling Book

TITLE

Colgneries Regular

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AENEAN LOBORTIS EGESTAS ODIO.

Colgneries Regular

TITLE

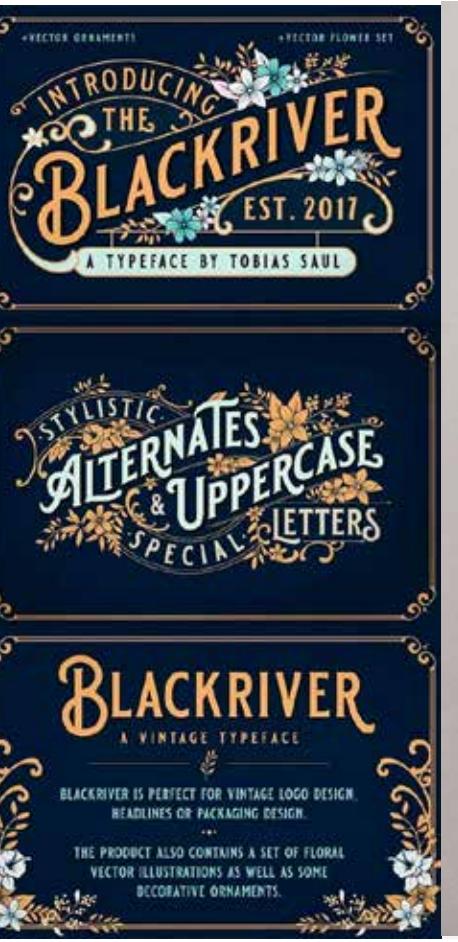
Adorn Condensed Sans

Made Canvas Regular

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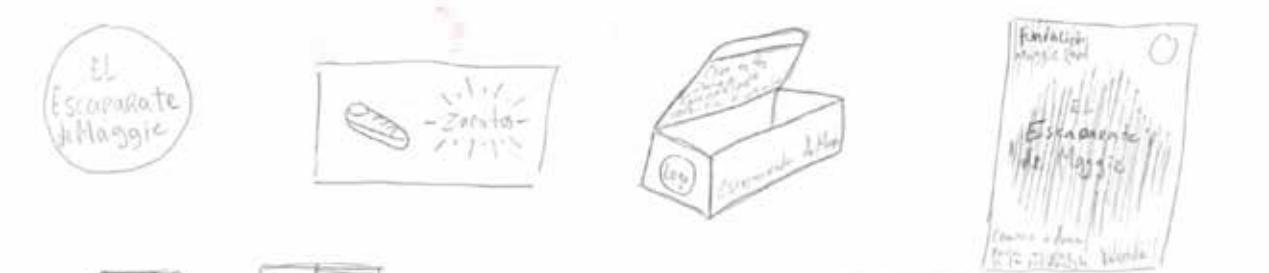
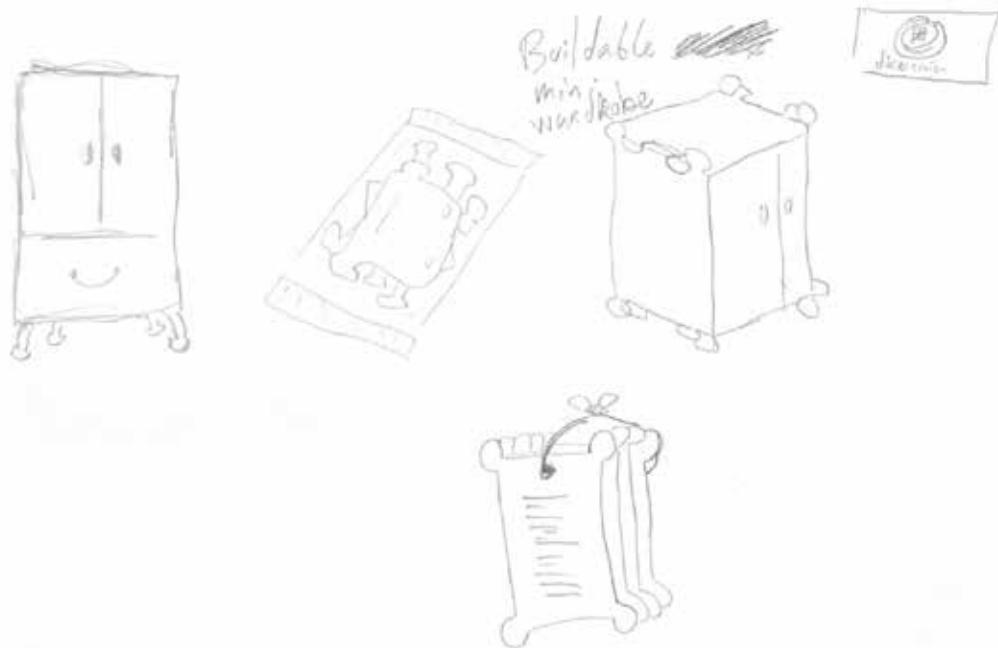
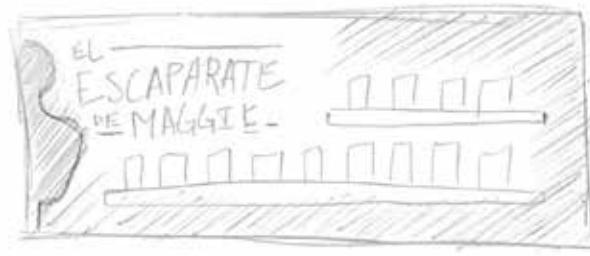
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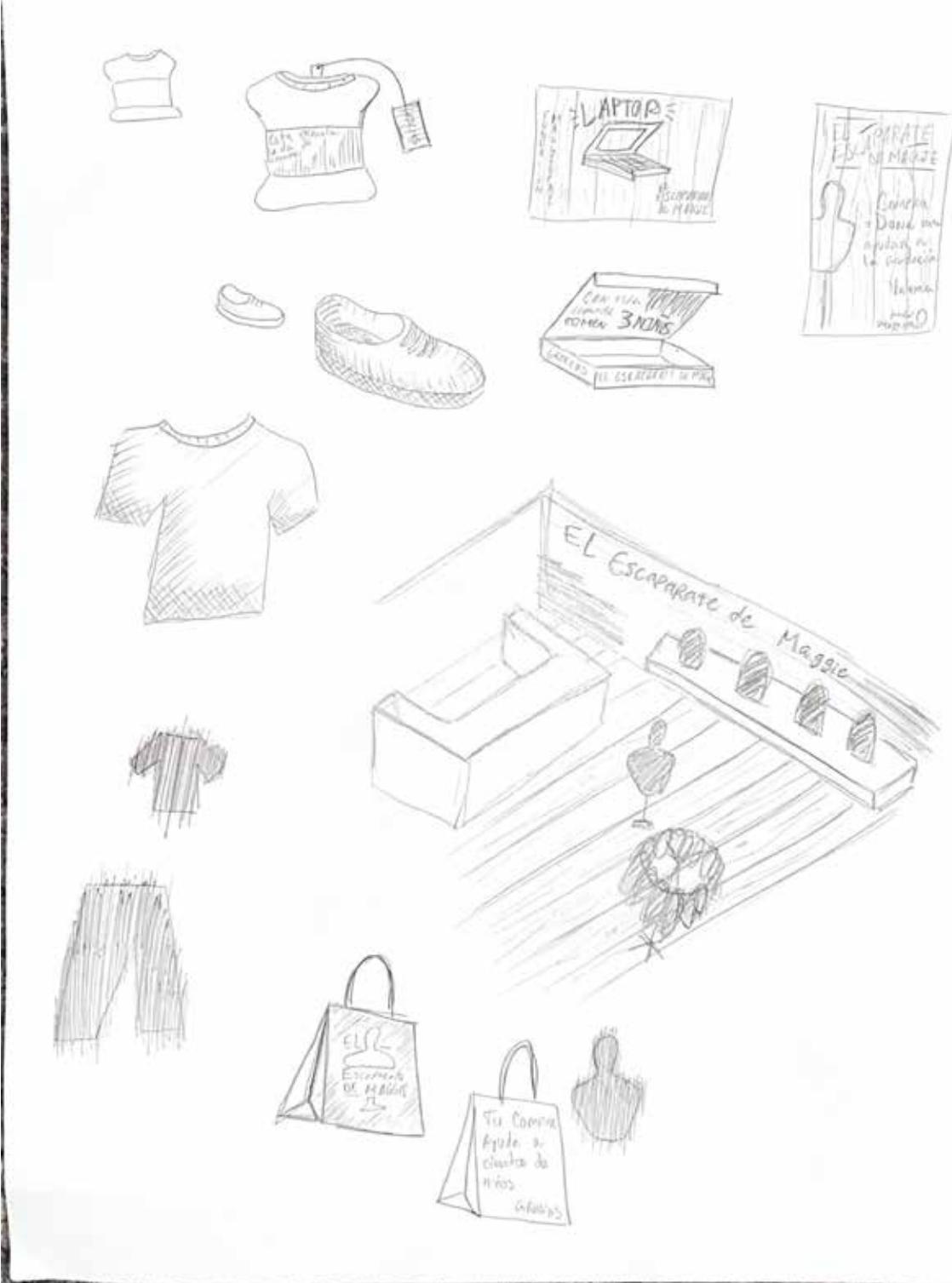
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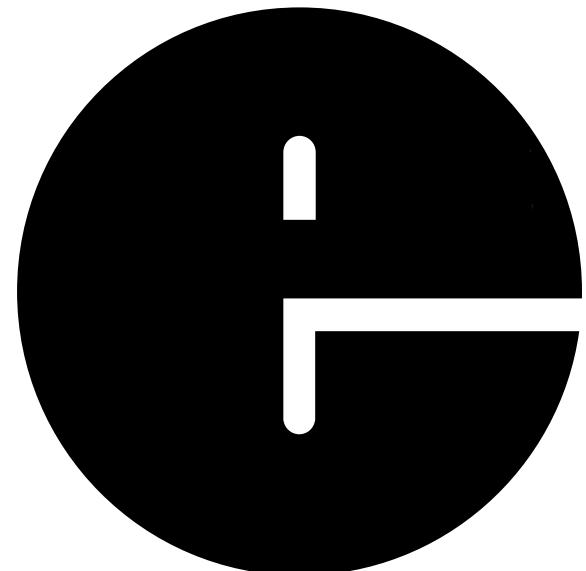
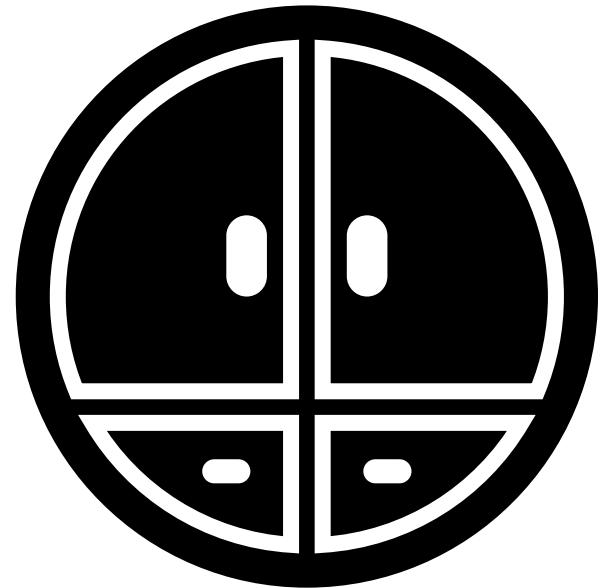


El escaparate de Maggie

Maggie's Outlet

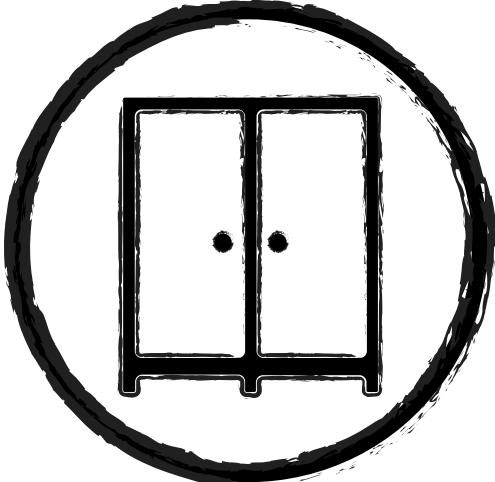






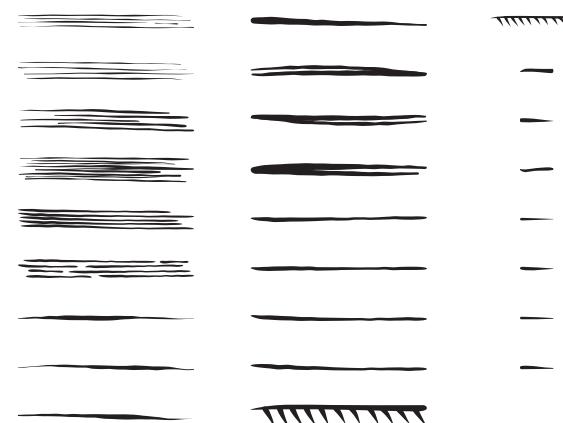
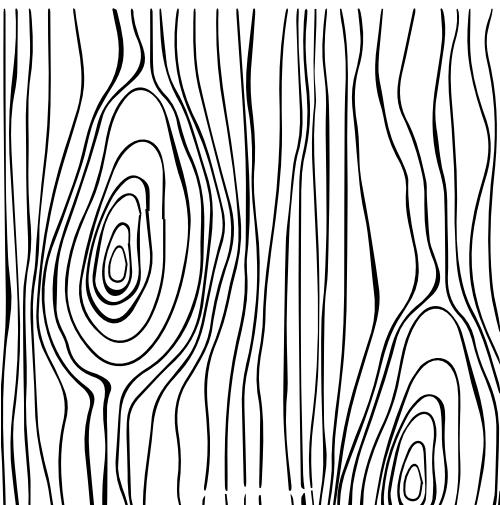
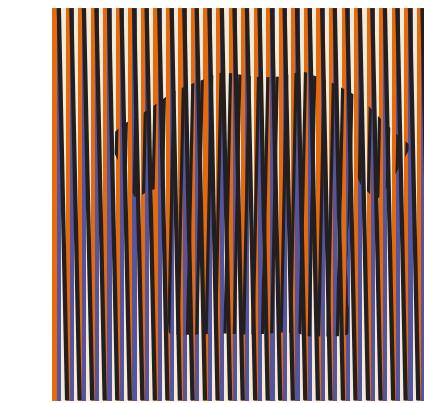
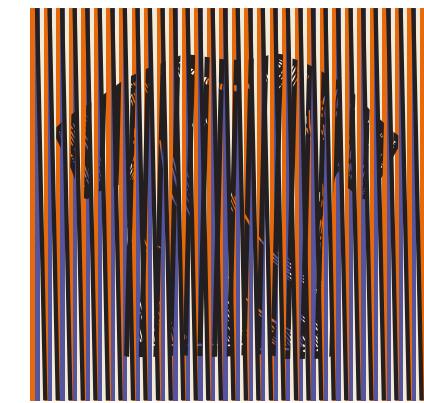
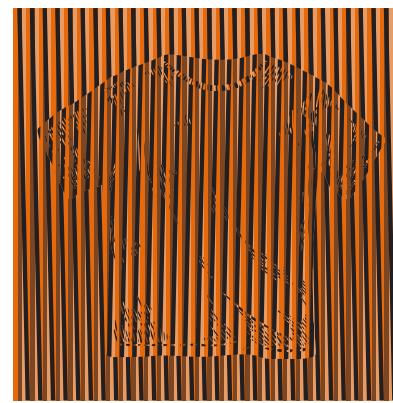
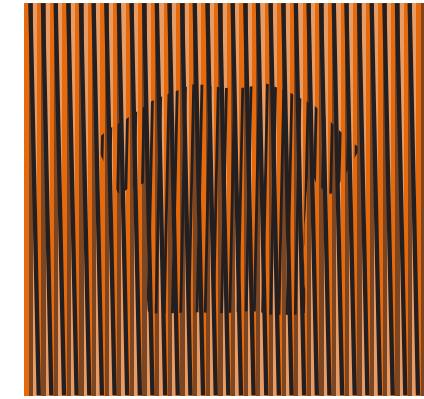
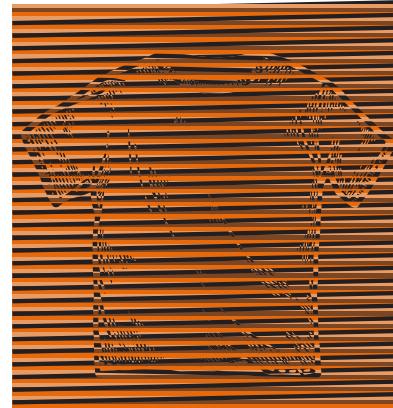
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Escaparate
de
Maggie

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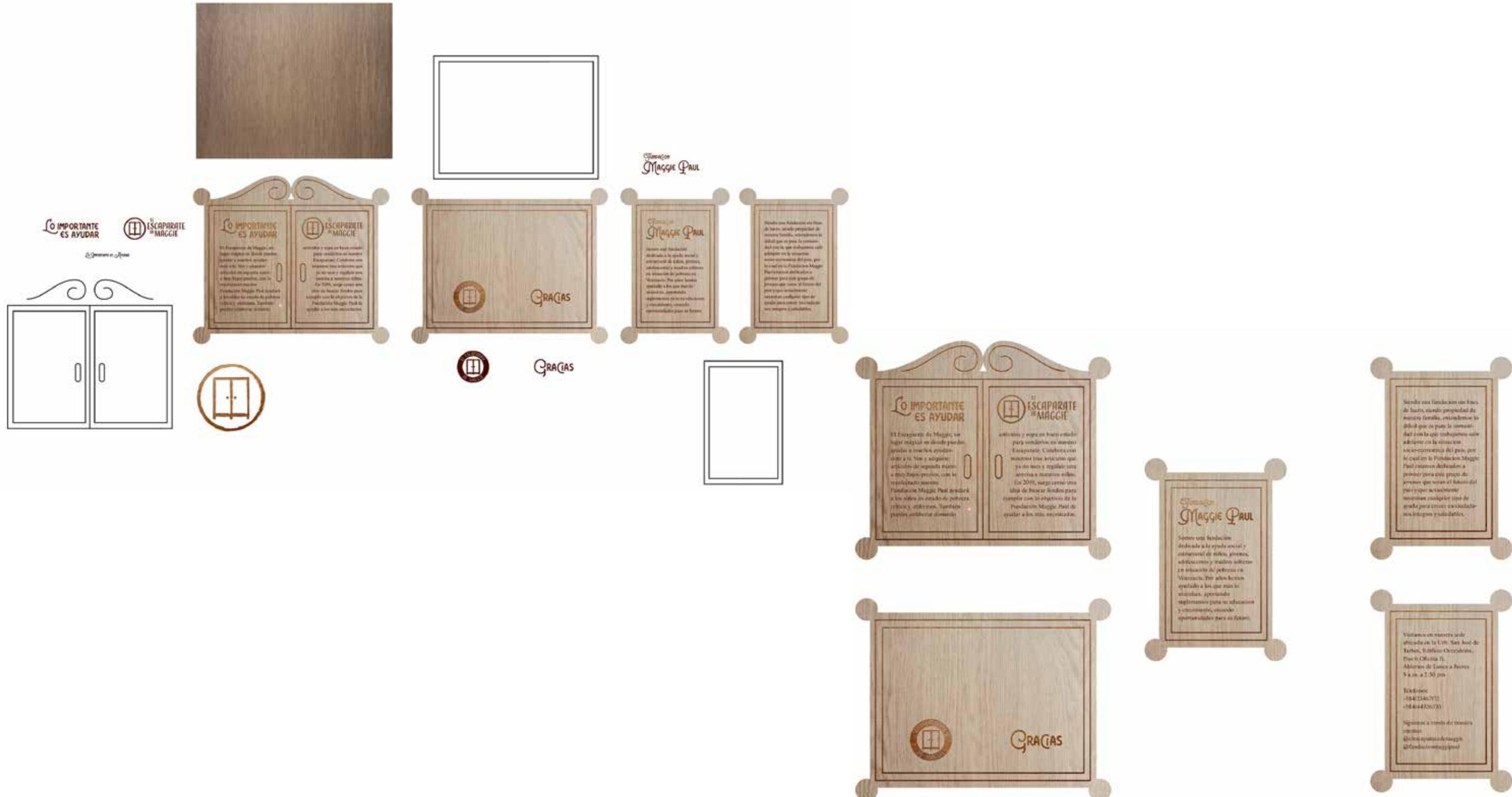


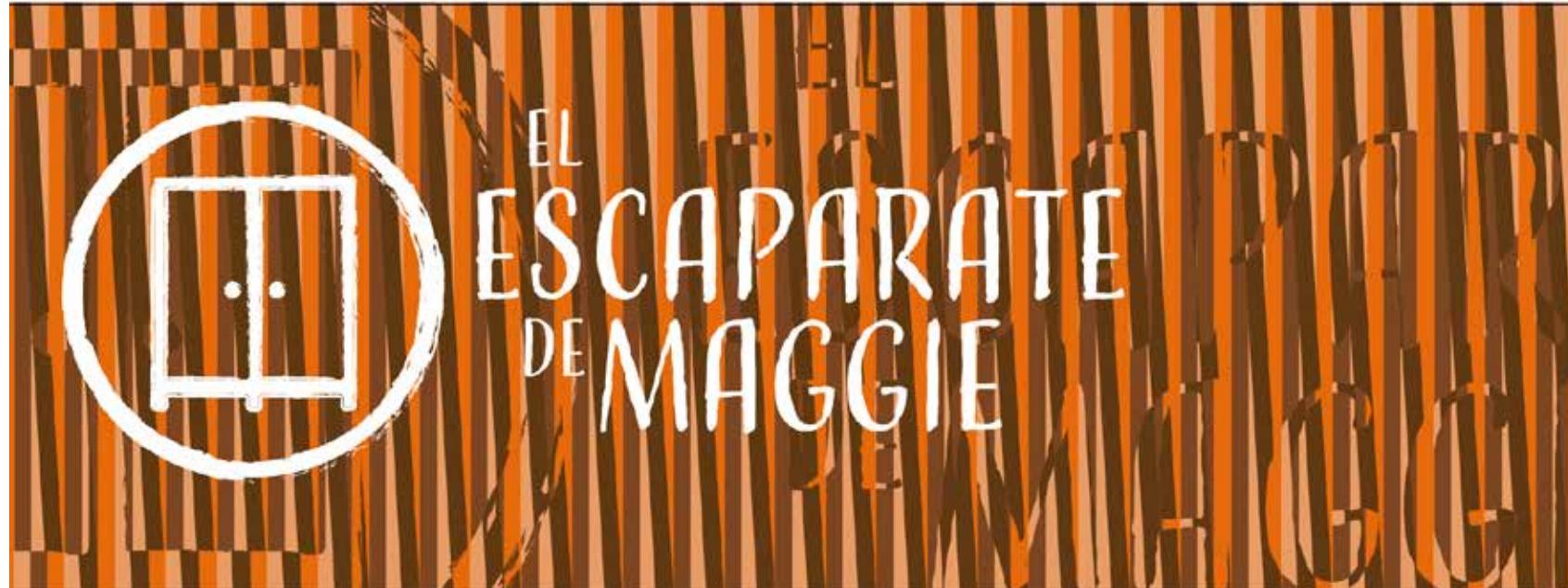
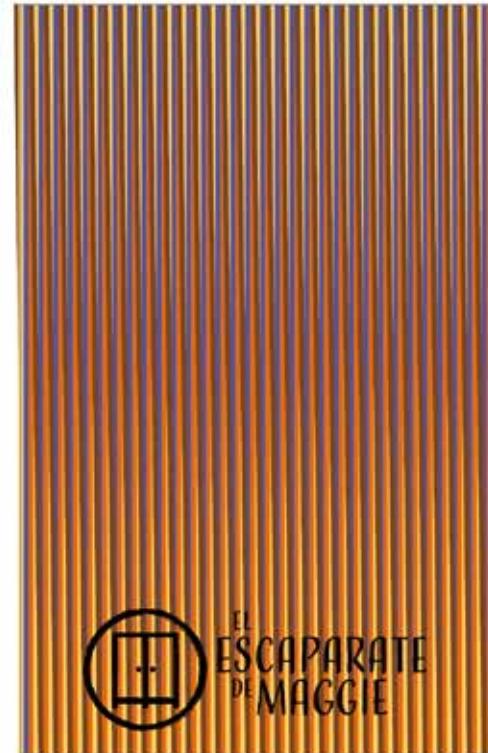
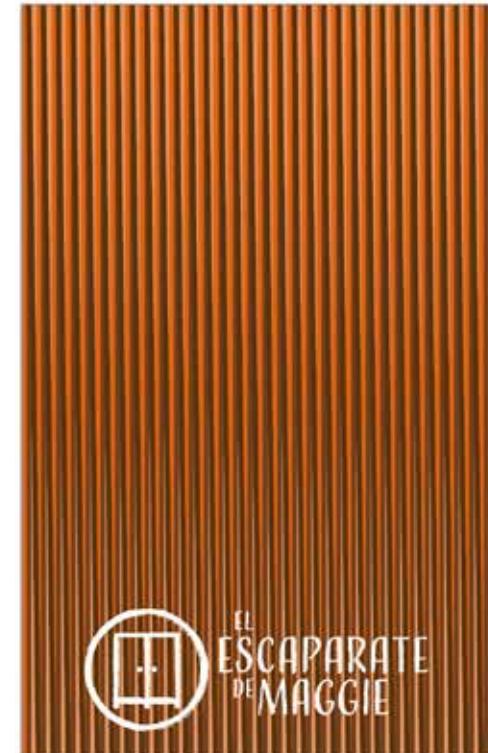
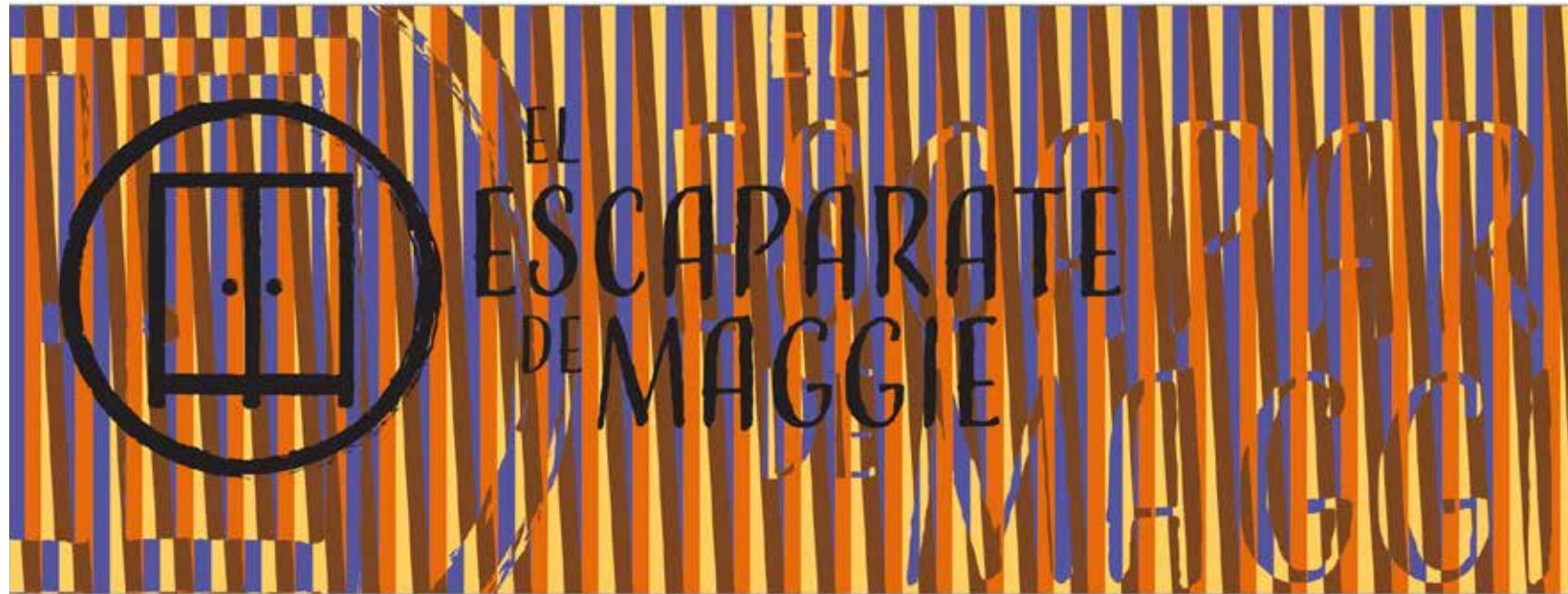
LAPTOP



Zapatos







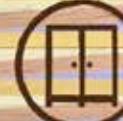
 **EL
ESCAPARATE
DE MAGGIE**

CONOCE NUESTRA TIENDA

El Escaparate de Maggie, un lugar mágico en donde puedes ayudar a muchos ayudándote a ti. Ven y adquiere artículos de segunda mano a muy bajos precios, con lo recolectado nuestra Fundación Maggie Paul ayudará a los niños en estado de pobreza crítica y enfermos. También puedes colaborar donando artículos y ropa en buen estado para venderlos en nuestro Escaparate.

Visitarnos en nuestra sede ubicada en la Urb. San José de Tarbes, Edificio Occidente, Piso 6 Oficina II. Teléfonos: 584123467872 - 58411126370

Siguenos a través de nuestras cuentas: [@elescaparatedemaggie](#) [@fundacionmaggiepaul](#)

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La Fundación Maggie Paul

AQUÍ PODRÁS
DONAR LO QUE PUEDAS

TE INVITA A SU
NUEVA TIENDA!



O COMPRAR
LO QUE NECESITES
Y ASÍ AYUDAR A
LOS QUE MÁS LO NECESITAN

ENCUENTRANOS EN
URB. SAN JOSÉ DE TARBEZ,
EDIFICIO OCCIDENTE, PISO 6 OFICINA 11

CONTACTANOS AL
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+584144326370

Y SIGUENOS EN
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GRACIAS!

MÁS INFORMACIÓN EN ESCAPARATEDEMAGGIE.COM



