A green and white logo

Description automatically generated**A green and white logo with a star and text

Description automatically generatedDe La Salle University-Dasmarinas**

**College of Information and Computer Studies**

**Information Technology Department**

**S-ITWB416L – Graphics Design Laboratory**

Midterm Period, 1st Semester SY 2024-2025

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Course/Year/Section: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Instructor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Test I. Application. Analyze the scenario and create the output in Adobe Illustrator. (100pts)**

**Laboratory Exam Instructions: Adobe Illustrator**

**Scenario**: You are tasked with creating a promotional poster for a new coffee shop called "Brewed Awakenings." Your poster should attract customers, convey the coffee shop’s brand, and include essential information about the shop.

**Exam Instructions:**

* Total Points: 100 points
* Time Allotment: 2 hours
* Materials Needed: Adobe Illustrator, online access to any necessary design assets

**Task Breakdown:**

1. **Design Concept (10 Points)**

Write a brief description (100-150 words) of your design concept, including the theme, target audience, and key messages you want to communicate.

Example:

For my coffee shop promotional poster, I aimed to create a warm and inviting atmosphere that reflects the cozy ambiance of the café. Inspired by rustic charm and the comforting feel of a local coffee shop, I chose a layout that incorporates hand-drawn illustrations of coffee cups and beans, which evoke a sense of home and familiarity.

The main message, "Sip into Serenity," is prominently displayed in a bold, playful font that captures the essence of relaxation and enjoyment associated with a good cup of coffee. To enhance this feeling, I utilized a warm color palette of earthy browns, soft creams, and muted greens, which not only represent the coffee and nature but also create a soothing visual experience.

Additionally, the inclusion of texture in the background, resembling recycled paper, adds an organic touch that aligns with the shop's commitment to sustainability. Overall, this design seeks to entice customers to step into the coffee shop and savor a moment of tranquility in their busy lives.

1. **Layout and Composition (10 Points)**

Create a visually appealing layout. Use at least three different sections (e.g., header, body, footer) to organize your content. Ensure your elements are well-aligned and balanced.

1. **Text Elements (10 Points)**

Include the following text elements in your poster:

* Coffee shop name ("Brewed Awakenings")
* Brand Statement/Slogan/Call to Action (e.g., “Awaken Your Senses”, Wake Up to a Better Cup)
* Key information (e.g., location, opening hours, and special offers)
* Format the text using appropriate fonts, sizes, and colors. Ensure readability.

1. **Graphics and Imagery (10 Points)**

* Use at least two images (e.g., coffee beans, coffee cup) in your design. You may also create custom vector graphics to enhance your poster.
* Ensure that all images are properly placed and complement your overall design.

1. **Color Scheme and Branding (10 Points)**

* Select a color palette that reflects the coffee shop's branding. Apply colors consistently throughout the poster.

1. **Final Touches and Timeliness (10 Points)**

* Add any final design elements (e.g., borders, icons, or patterns) to enhance your poster.
* Save your final design in both AI format and export it as a high-quality PDF or PNG for submission.

**Submission Requirements:**

* Submit your design files (AI and PDF/PNG) along with your design concept description.
* Ensure that your work is saved with a clear file name (e.g.,Brewed\_Awakenings\_Poster\_YourName).

**Exam Ends Here**

**Let your creativity shine as you promote “Brewed Awakenings”!**

**Good luck and GodBless!**

***“The only limit to our realization of tomorrow will be our doubts of today.” — Franklin D. Roosevelt***

**Sample Layout of potential promotional poster design for "Brewed Awakenings" coffee shop:**

**Title**: Brewed Awakenings Wake Up to a Better Cup

**A poster of a cup of coffee

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**Background**:  A warm, rich brown color that evokes the feeling of a perfectly brewed cup of coffee. The background also features a subtle texture that resembles the crema on a well-made espresso.

**Main Image**: A beautiful, high-quality image of a cup of coffee being poured, with the liquid flowing in a smooth, velvety stream. The cup is placed on a rustic wooden table, surrounded by a few carefully placed coffee beans and a small vase with a few fresh flowers.

**Brand Statement**: At Brewed Awakenings, we're dedicated to helping you start your day off right. Our expertly crafted coffee drinks are made with only the finest, locally-sourced ingredients and a passion for the perfect cup.

A poster of a cup of coffee

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**Essential Information**

* Location: 123 Main St, Anytown USA
* Hours: Monday - Friday, 6am - 6pm; Saturday - Sunday, 7am - 7pm
* Specialties: Artisanal coffee drinks, loose-leaf tea, and delicious pastries baked fresh in-house
* Grand Opening Offer: Buy one drink, get one free on your first visit!

**Call to Action:** Wake up to a better cup! Visit us today and taste the difference for yourself.

Social Media Links Follow us on Instagram and Facebook to stay up-to-date on promotions, new menu items, and behind-the-scenes peeks into our coffee shop.

**Top of Form**

**Note**: The images on the right are sample pictures only. You should layout and design your own.

**Grading Rubric for Adobe Illustrator Laboratory Midterm Exam (60 Points)**

**1. Design Concept Description (10 Points)**

* Excellent (10 points): Clearly articulates a creative and relevant design concept.
* Good (8 points): Describes a relevant design concept with minor clarity issues.
* Needs Improvement (3 points): Limited explanation of design concept; unclear objectives.

**2. Layout and Composition (10 Points)**

* Excellent (10 points): Excellent use of space; well-organized with clear sections.
* Good (8 points): Good organization; mostly clear sections and alignment.
* Needs Improvement (3 points): Poor layout; lacks organization and clarity in sections.

**3. Text Elements (10 Points)**

* Excellent (10 points): Text is clear, well-formatted, and effectively conveys information.
* Good (8 points): Text is mostly clear and formatted well; minor issues present.
* Needs Improvement (3 points): Text is unclear or poorly formatted; significant issues present.

**4. Graphics and Imagery (10 Points)**

* Excellent (10 points): High-quality images that enhance the design; well-integrated.
* Good (8 points): Good-quality images; mostly enhance the design.
* Needs Improvement (3 points): Low-quality images that detract from the design.

**5. Color Scheme and Branding (10 Points)**

* Excellent (10 points): Excellent use of color; reflects the brand and is visually appealing.
* Good (8 points): Good color choices; mostly reflects the brand identity.
* Needs Improvement (3 points): Poor color choices that do not effectively support branding.

**6. Final Touches and Timeliness (10 Points)**

* Excellent (10 points): Final design is polished, saved in all required formats and submitted on time.
* Good (8 points): Final design is mostly polished; minor issues in exporting.
* Needs Improvement (3 points): Design is incomplete or improperly saved in formats and submitted late.