

CHECKLIST

Project 1 advertisement for print (Caroline's half of module)

	Great & the Good: <i>research and analysis (annotations)</i>	
	Pebble Task: <i>ideas (photocopy if in pairs) and rationale</i>	
	Visual Diary for your Organic Food Product advertisement should include:	
	• Ad analysis using specifications from publisher	
	• Research into Organic Food Products (shortlist of 3)	
	• Research into your Target Audience and your chosen publication and it's readership	
	• Show evidence of use and understanding of grid structure, hierarchy and layout	
	• Show evidence of visual tropes analysis and application to your work	
	• Show analysis and understanding of colour in your project	
	• Conceptual development for your organic food product (30 alternate ideas minimum)	
	• Single-minded proposition for your organic food advertisement	
	<i>All of the above can be combined into one visual diary – in any order that you choose to make it.</i>	
	Printout of your final advertisement (set-up in InDesign, but image/content could be hand-drawn then scanned/traced or created digitally photoshop etc)	
	Written design rationale for your final outcome	
	Short 5min presentation of the highlights of your research, concepts and outcome, using Prezi, powerpoint or similar.	

For full details and assessment criteria see project brief on moodle.

Please attend all lectures and workshops, this module requires participation and engagement, which cannot be achieved by just reading notes or getting tasks off moodle.

Graphic Communication Project 1

SUMMATIVE DEADLINE Monday 7th Jan 2019