

Creative Quarter Map

Final presentations: Tuesday 28th April

Things to consider/discuss in your presentation

- Medium (digital or traditional)
- Style
- Iconography
- Storytelling or Narrative devices
- Perspective
- Typography

Things to consider/discuss in your presentation

- Scale
- Visual hierarchy
- Colour palette
- Substrates (size, scale, paper, card, folding, die cuts)
- Accessibility (visual impairments)
- Cultural references

Student presentations

- Please send me your presentation **by 4pm on Monday 27th April**
- The presentation format will follow the same process as previously (the WIP presentations)
- Either I can present your work (with your help), or you can present it yourself if you wish (preferable)

Chosen map

The winner of the pitch will be expected to work with the client to finalise and reproduce the final printed map.

Final module submission

SUMMATIVE DEADLINE FOR BOTH PROJECTS IS: TUESDAY 5th MAY AT 2.30PM

For submission you are required to submit all research and development, your complete creative process, presentations and final outcomes.

Your extensive research and development can be presented in sketchbook(s) or separately as a research diary or folder containing reflection/notation and a development sketchbook or it can be completely digital.

Final module content

Your submission should consist of all the work for:

D&AD New Blood Secret 7”

Creative Quarter Map

Workshop projects

(Dynevior emotion maps, Mug Life coffee advertising,
D&AD word/image visual exercises)

Please refer to brief for the assessment criteria.

Any questions