

**Design Brief**

Project 3B (The Gift)

*Last revised: 11.02.05*

**Assignment**

- (1.) Continue to develop and revise the set of promotional materials you are designing for Project 3.
- (2.) Review the work you have completed. Consider the relationships between different components.
- (3.) Design a new, additional component (an inexpensive, 3-D object; a "gift") to increase public awareness of your client.

**Requirements**

TEXT: Must include the client symbol and/or logotype.

TYPE: Open (must relate to fonts utilized for other components).

IMAGES: Open (must relate to fonts utilized for other components).

COLORS: Open (must relate to fonts utilized for other components).

**Examples**

Jewelry (bracelet, necklace, ring); ephemera (sticker, button, trading card); clothing (belt buckle, cap, t-shirt); schwag (key fob; cozie; water bottle); statuette (figurine; antenna ornament; plush toy); tool (pocketknife, screwdriver, tape measure); iPod sleeve; and so on.

**Analysis**

The primary intention is to explore, within a limited time frame, strategies for marketing a cultural institution. Issues to address include: process/ professionalism, sender/ receiver, education/ entertainment, and form/ content. Students are challenged to create effective promotional materials to address needs of a client.

**Grading**

You will be evaluated according to: (1.) design and creative ability; (2.) teamwork; (3.) willingness to explore possibilities for creating promotional materials; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

**Submission**

All parts of Project 3 must be formally submitted together. Refer to: Mounting Guide: Project 3, on the course Web site.

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