



ASSIGNMENTS TO ACCOMPANY:

Graphic Design Essentials by Joyce Walsh Macario

As you complete the chapters of the book your design and software skills will steadily develop. Strengthen your understanding of the concepts and the software with these five portfolio-building projects for print and new media.

CREATE THIS PROJECT AFTER COMPLETING CHAPTERS 2 AND 3

Typography Design Project: New Beverage Flyer

Design a postcard flyer for a new coffee shop beverage. Use only typographic elements (no images) and three ink colors.

Make your own drink recipe or use one of these examples:

- The Juice: Three shots of espresso on ice
- Caramelita: Coffee, caramel syrup, light milk and coconut
- T4U: Tea, honey, lemon and muddled mint

Project Specifications:

Dimensions: 4" X 6" (152.4 mm X 101.6 mm)

Colors: Three colors

Copy: Name of beverage and the ingredients

CREATE THIS PROJECT AFTER COMPLETING CHAPTERS 3 AND 4

Typography Design Project: Season Tickets Website Banner

Design a half-banner for a sports team's season ticket sales. Users will click the banner to go to the season tickets information web page.

Tips:

- First, create your design in Illustrator or Photoshop.
- Then, use the Save for the Web window to compress the file size while maintaining the best resolution. Compare the resolution of three types of compression, JPG, GIF and PNG using the following process:
 1. Select File>Save for Web. Click on the 4-Up tab.
 2. Click on the image in the top right panel and select JPG high from the Preset list. Set quality to 100.
 3. Click on the lower left panel and select PNG from the list.
 4. Click on the lower right panel and select GIF 128 from the list.
 5. Compare the file size listed below each panel and their image quality.
 6. Make the best choice, click on that panel and press save.

Project Specifications:

Dimensions: 234 px X 60 px

Colors: Full color

Copy: Team name or logo, 2009 Season Tickets, Buy Online

CREATE THIS PROJECT AFTER COMPLETING CHAPTERS 4 AND 5

Layout Design Project: Travel Advertisement for the Web

Design a budget travel advertisement for the web. The audience is the college demographic. In a real world scenario, this would be “rich-media” and the ad will become animated.

Tips:

- Find an appropriate photographic image, use Photoshop to crop it.
- When adding copy in Photoshop, set the anti aliasing method to Smooth in the Options Bar.
- Save the file as a JPG or PNG using Save for the Web 4-up window.

Project Specifications:

Dimensions: 300 px X 250 px

Colors: Full color

Resolution: 72 dpi

Copy: Headline and the name of the destination

CREATE THIS PROJECT AFTER COMPLETING CHAPTER 6

Logo Design Project: Intramural Sports Team Logo

Design a new logo for an intramural sports team.

Tips:

- Select a font that expresses your team’s style. Customize the letters in Illustrator.
- If you choose to design a symbol, refer back to chapter 6 for strategies to create an icon.

Project Specifications:

Dimensions: 3” X 2” (76.2 mm X 50.8 mm) (approximate size)

Colors: Two colors

Copy: Names of school and sport

(If necessary for clarification, precede the sport name with the word Intramural)

CREATE THIS PROJECT AFTER COMPLETING CHAPTER 7

Visual Themes Project: Print & New Media Designs for a Gallery Event

Design a poster, a postcard and web leaderboards and expanded leaderboards for a gallery event of your choice. Use an existing event (such as a Thesis Exhibition) or think of a new event you’d like to attend.

Tips:

A leaderboard is an online advertising term that refers to an ad with the standard dimensions 728 px X 90 px. When a user clicks on the leaderboard it expands into the larger format to provide additional information in the 728 px X 300 px display. Refer to chapter 7 for tips on choosing visual themes and applying your decisions about color palette, fonts, layout and image style. For historical inspiration refer to the poster that opens chapter 1, and the der Film poster in chapter 5.

Project Specifications:

Poster: US Tabloid 11” X 17” (or International A3, 297 mm X 420 mm)

Postcard: US 4” X 6” (or International C6, 114 mm X 162 mm)

Leaderboard: 728 px X 90 px

Leaderboard expanded: 728 px X 300 px

Colors: Full color

Copy for poster, postcard and expanded leaderboard:

Title of the event, supporting details: gallery name and location, date and time

Copy for leaderboard:

Gallery name and the event

(If available, you may use a logo instead of the gallery name.)