

Graphic Design Collage Project

Create a Collage for a textbook cover or an instructional DVD cover

Project Overview

This project will require you to

- Use a minimum of 10 tools from the tool box and also explain in the design document – what tool you used and what you did with each tool
- Also use a minimum of 5 techniques in Photoshop or another graphic editing tool of your choice and explain in the design document the different techniques used.
- Work with layers in Photoshop or the graphic editing tool of your choice, but then flatten the image finally and save it as a JPEG or another flattened version. Submit both the PSD version or the original version and the JPEG version or the flattened version.
- Include an audience description for the graphic that you have designed.
- Image size – 405 x 545 pixels (if designing a DVD cover), you can choose the size for the textbook cover
- Resolution – 72 dpi
- You can download one to many graphics and work on them

During the collage design process pay attention to at least 15 design criteria listed below and explain the features in your design document.

1	BIAS AND/OR CULTURE (free of objectionable bias, appropriate for many cultures)
2	CLARITY (likely to be comprehended clearly)
3	COGNITIVE LEARNING AIDS (overview, cues, summary, chapter review, etc.)
4	COLOR (appropriate, supports media and content purpose)
5	CONTENT (relevant to objectives, up-to-date, accurate, copyright date)
6*	DESIGN PRINCIPLES (contrast, repetition, alignment, proximity)
7	DOCUMENTATION AND INSTRUCTIONS (available, correct, etc.)
8	FEEDBACK OR OTHER ASSESSMENT (available, aligned with content and objectives, appropriate)
9	HELP (available, useful, easy to find)

10	LAYOUT DESIGN (effectiveness)
11	LEGIBILITY FOR USE (size, clarity, etc.)
12	MOTION (appropriate use, normal, exaggerated, slow)
13	MOTIVATION (likely to stimulate/ maintain interest)
14	NAVIGATIONAL HELPS (table of contents, glossary, index, buttons, menu, etc.)
15	ORGANIZATION, SCOPE, PACING AND SEQUENCE (obvious organization, reasonable scope, correct sequence)
16	PARTICIPATION AND/OR INVOLVEMENT (promoted, encouraged)
17	PHYSICAL USABILITY (easy to use or manipulate, stable, sturdy, storable)
18	PRACTICE ACTIVITIES (available, aligned with content and objectives, measure able)
19	READING and VOCABULARY LEVEL (aligns with audience description, content appropriate for level)
20	REALISM AND ACCURACY (represents real item effectively)
21	REFERENCES (complete and up-to-date)
22	SOUND AND SOUND EFFECTS (aligns with and relevant to content and visuals)
23	SPECIAL FEATURES (list and describe any special features of the media)
24	TECHNICAL QUALITY AND USABILITY (easy to read, free of flaws, easy to use, etc)
25	TYPOGRAPHY (font style, size, etc.)
26	VISUALS (relevant to objectives and content, follows design guidelines, verbal information aligns, etc.)

Requirements for Draft Submission

Please include the following items for your draft submission:

1. Post the original textbook cover and the redesigned cover page to the discussion forum
2. A brief, 2-3 page document describing your design decisions. Design Document with details of audience analysis, different tools and techniques used. Also, include the narrative for the design principles you applied in the graphic design.

Due Dates and Points

Draft: October 11, 2010

Final: October 18, 2010

Points: This project will contribute to 15% of the total grade in this course.

The entire class will provide you with feedback on October 11.

Requirements for Final Submission

When you submit the **final version** of the project, please include the following items:

1	Draft of graphic design project	25
3	Final, revised version of graphic design project <ul style="list-style-type: none"> ○ Use a minimum of 10 tools from the tool box and also explain in the design document – what tool you used and what you did with each tool ○ Also use a minimum of 5 techniques in Photoshop or another graphic editing tool of your choice and explain in the design document the different techniques used. ○ Work with layers in Photoshop or the graphic editing tool of your choice, but then flatten the image finally and save it as a JPEG or another flattened version. Submit both the PSD version or the original version and the JPEG version or the flattened version. ○ Include an audience description for the graphic that you have designed. ○ Image size – 405 x 545 pixels ○ Resolution – 72 dpi 	75
4	Your design document (with at least 15 design criteria)	50
	Total	150