

Art 3333 Advanced Communication Design

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Final Assignment: Undermining and Subverting Corporate ID/ Collateral-worth 250 points

Finally you get to apply all the knowledge that you have accumulated into one piece. As such you should try to incorporate some of the historical principles that we have studied about composition, typography and aesthetics into the final piece you are creating in some fashion. Think Neue Typographie, think Josef Muller Brockmann. Peter Behrens, Lucian Bernhard, Paula Scher, Dan Freidman, April Greiman, Milton Glaser, Edward Johnston.....think then reinvent.

Since it is Post Modernist in style and we know that post-modernism in of itself does not ignore the principles of the past but reinterprets them, make sure that you are not just flying by the seat of your pants...in an anything goes style without research and informing yourself visually.

Warnings: Refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. It can be used as inspiration for your work or it can be derivative of someone else's work, but copying or plagiarism in any fashion is grounds for expulsion. Originality and personal pride in your work are necessary components of any designer/artist.

Any photos used must be yours, any treatments of copy used in ads, collateral, brochures, or annual reports must be based on those guidelines also.

Once again...your work will be assessed in these terms:

1. Concept
 2. Innovation/creativity
 3. Problem solving, continuity,
 4. Concept again
 5. Composition, color, form, placement, image, line...concept..... continuity.....
 6. **Research**, technical proficiency, effectiveness, and clarity of message: **Communication ...**
...do you make your point? Is there a universal theme that is evident to the trained eye?
 7. Work ethic... which means that the final product will be evaluated in accordance with its exactitude, **cleanliness**, timeliness, and PROFESSIONAL presentation.
 8. Cradle to cradle green principles apply to materials used. (think before you produce.)
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Materials to be turned in:

1. **Outside Folder (This can be of any style compatible with Collateral that is contained within it and must have a logo and/or title designed and placed strategically on the exterior.)**
2. **Stationery (BCard, Letterhead, envelope #10, and mailing label)**
3. **Press release: Examples- Announcing new product, announcing the creation of new business, or the announcement of a new CEO.**
4. **Tearsheets of 2 ads announcing your product and or company (in different formats i.e 8x11 and or 1/2 page ad, 1/4 page whateveeh)...Do **research** for ad sizes for placement in the magazine you imagine the ADVERTISEMENT might appear and then **print specs of the ad on the back of the tear sheet. This ...again..... will require research on your part.****
5. **Brochure, Annual Report, Promotional booklet of no less than six pages not including cover and back with at least one graph, one photo, one illustration and style sheet.**
6. **Designed CD with CD label and some pkg or envelope for it to fit in. Inside the CD will be a PDF. The PDF will have a "designed" layout of your research including your comps, sketches, preliminary copy, et al, placed in pages which will be compatible, consistent and indicative of your corporate ID.**
7. **SUSTAINABLE GREEN PRINCIPLES APPLY: make sure that materials used are of a standard which use Green Seal certified papers or FSC certified papers...or ???found objects???**

YOURS... is a subversive piece which must be layered with historical content and referential material which will reinforce your concept and thesis. For inspiration think in terms of the Theatre of the Absurd, Cabaret Voltaire, Pushpin Studios, Monty Python, SNL, The Daily Show, Stephen Colbert Report. Visual language which is indicative of a style and or period, but is subverted by de-constructing and reinterpreting it in a new form is what you are striving to accomplish.