

LESSON PLANS

Computer Graphics Branding Campaign

You will put a positive message about your company/product/service in front of enough people for enough time, so they will think about your company as the only choice. Elements are NAME, PERSONALITY, LOGO, ASSOCIATIONS, and TAG LINE. The brand is the perception formed by the audience about a company, a person, or idea. It's the culmination of logo, visuals, identity program, messages, products, and actions. So, think about these so all of your project pieces will hang together to SELL your BRAND.

Objectives:

1. Think conceptually about the industry, consumers, and your company's products and services.
2. Implement the image you design so it is communicated in each project piece.
3. Plan your work in steps: analyze your industry, company, and audience.
4. Design the individual marketing project pieces.
5. Produce the individual marketing project pieces.

Procedures:

1. Analyze the industry, company and your audience.
2. Decide how you will project your intended image.
3. Design a logo and tag line that you will apply to the printed and Web projects.
4. Implement the logo and tag line on your printed promotional material: menu or brochure.
5. Implement the logo and tag line on your Web promotional material: Website or Website prototype.

Product to Deliver:

Write a summary brief about the industry, company and audience, how your campaign gives a name and personality to your project, and what marketing pieces you chose to produce.

Project Piece 1: Logo

A logo is a distinctive symbol of a company, object, publication, person, service, or idea. It often includes a tag line, which is a slogan that is easily remembered and give recognition to the company, products, and / or services. The logo is a shortcut, a visual language, and an essence displayed as an icon. It can be a:

1. Wordmark – The company name in set in distinctive typography.
2. Symbol – An icon.
3. Monogram – One or more letters, usually initials.

Objectives:

1. Include criteria such as: typography, shape, line, color, imagery.
2. Convey a message.
3. Add a slogan or tagline.

Procedures:

Design and develop a logo and tagline in Adobe Illustrator or Adobe Photoshop (or equivalent graphic development software). You will place your logo and tagline on your Project Pieces.

Project Piece 2: Brochure or Menu

Whereas a brochure usually has the primary purpose to advertise or market products and services, the menu offers a list or catalog of products from which to choose. Both need to have a cover that is catchy and includes the logo and tagline.

The brochure needs to have a list of benefits of the product as well strong graphics. Include a hierarchy of information (most important to the least important).

Answer the following questions:

1. What is our message?
2. Is it advertising, education, informative, or entertaining?

Objectives:

1. Include criteria such as: typography, shape, line, color, imagery, alignment, repetition, contrast, focal point interest, balance, scale, perspective, size.
2. Integrate photographs and/or maps.
3. Include the logo and tagline
4. Follow elements of good design.

Procedures:

Design and develop a brochure or menu in Adobe InDesign, Adobe Illustrator and/or Adobe Photoshop (or equivalent graphic development software).

Project Piece 3: Website or Website Prototype Design

Repurpose the brochure or menu to develop a small Website that can be published to the World Wide Web.

Include and consider the basic aspects:

1. Content – substance, information and targets
2. Usability – user-friendly interface and navigation
3. Appearance – graphics and text with a single style that is consistent, professional, appealing, and relevant.

Objectives:

1. Integrate text, graphics, photos, and / or multimedia.
2. Include the logo and tagline
3. Follow elements of good design..

Procedures:

Design and develop a Website or Website Prototype (not a fully functioning Website published to the Web) in Adobe Dreamweaver Adobe Fireworks (or equivalent graphic development software).

Useful steps are:

1. Determine the goals from the perspective to the visitor to the site.
2. Sketch the design for the pages and the flowchart for the whole site.
3. Create mockups that you will use for the prototype.
4. Make the Web content readable and comprehensible for screen reading.
5. Optimize the graphics.
6. Chunk the text; use appropriate screen fonts.
7. The prototype is an interactive site that is not yet published to the Web.
8. Test the links and other technical features.
9. Publish the site to the Web if you can arrange a connection.

Computer Graphics Student Learning Outcomes:

At the end of the project:

The student will:

Produce a branding campaign that promotes the image of their restaurant. The campaign that include a logo that will be placed on a printed collateral piece such as a menu or brochure or Website. The branding campaign products will reflect a

1. Knowledge of the industry
2. Comprehension of the products and services of the industry
3. Application and selection of computer graphics products to achieve the campaign's goals
4. Synthesis of the information of the industry in order to assemble and format the elements to design, develop, and produce the final graphic products

The student will develop a branding campaign that will:

Reflect a positive message about the company/product/service that includes the following elements: NAME, PERSONALITY, LOGO, ASSOCIATIONS, and TAG LINE. The brand becomes the only "choice" for the consumer.

The student have produce a logo that will:

1. Reflect the essence of the company/product/service and
2. Be placed on the printed pieces and the Website.

The student will produce a brochure or menu that will:

Include the logo and a products and services.

The student will have the option to produce a Website or Website prototype that will:

Include the logo and a products and services in a format that can be distributed across the World Wide Web.

The student will write a summary brief that outlines their analysis of their project, the software and hardware used, the fonts and colors used, and software techniques implemented.

The student will demonstrate proficiency in implementing industry standards for software and hardware to produce the branding campaign products.

The Student Learning Outcomes will be measured according to the Rubric developed for the individual graphic products.

Computer Graphics Competencies: Occupational Knowledge and Skills

EQUIPMENT OPERATIONS

1. Performs basic computer operation including proper start up and shut down procedures.
2. Performs quick search and launches files and applications.
3. Utilizes network, stores and exchanges information.
4. Performs basic troubleshooting techniques relating to files, printing, peripherals and network.
5. Identifies system requirements for software usage.

TERMINOLOGY

1. Explains computer terminology related to system operations.
2. Applies design terminology of proximity, alignment, repetition, contrast, texture, values, shape and color.
3. Demonstrates knowledge of typography including weight, personality and readability.
4. Defines key terms related to the electronic design industry and can distinguish between word processing, page layout, web design and other graphics or animation software uses.
5. Identifies basic Internet terminology including popular acronyms. Interprets copyright laws.

PERIPHERALS

1. Knows how to check cables and software for peripheral troubleshooting.
2. Operates and identifies a variety of peripherals including printers, external storage devices, scanners and digital cameras.
3. Applies proper procedure in attaching or detaching peripheral devices.

FILE MANAGEMENT AND INTEGRATION

1. Creates, saves, moves, copies, opens, closes, and deletes files.
2. Moves, creates backups and copies files to various peripherals.
3. Selects various file formats in relation to final output.
4. Manipulates files for downsizing and space considerations.
5. Integrates software applications.
6. Demonstrates ability to manage fonts.

CREATIVE AND TECHNICAL PROCESS OF PROJECT MANAGEMENT

1. Demonstrates an understanding of conceptualization techniques to include brainstorming, thumbnails and group project interaction.

2. Incorporates project budgetary considerations. Selects appropriate layout format, proportions and copy placement using grids and guidelines.
3. Sets goals, defines objectives and meets timelines.
4. Differentiates between a variety of marketing pieces.
5. Demonstrates knowledge of pre-press output and service bureau guidelines.
6. Integrates graphics and text.
7. Identifies and analyzes audience and determines most effective format.

DESIGN PRINCIPLES AND ELEMENTS

1. Uses shapes, color, line, textures, value, contrast and typography.
2. Uses negative and positive space.
3. Establishes visual relationships through repetition and contrast.
4. Uses symmetrical and asymmetrical design
5. Applies symbolism in design.
6. Creates logos.
7. Performs text runaround, "pull quotes," and drop caps.
8. Identifies capabilities and limitations of electronic design.
9. Transforms and manipulates images.
10. Distinguishes between raster and vector-based images.
11. Uses master pages, layer palettes and style sheets.
12. Uses inline graphics.
13. Uses masking and clipping paths.
14. Creates custom paths with basic and graduated fills.
15. Repurposes design elements for print and Web products
16. Adjusts resolution when repurposing or transferring files between applications.

TYPOGRAPHY

1. Demonstrates knowledge of typeface classifications.
2. Identifies x-height, baseline, ascenders, descenders and their roles in measuring and designing with type.
3. Applies dingbats, bullets, rules and symbols.
4. Uses leading, kerning and tracking.
5. Converts type into outlines.
6. Uses special character set.
7. Demonstrates awareness of key historical developments of typography and current trends.
8. Identifies and relates font personalities.
9. Produces curved or special effects type.

COLOR MANAGEMENT

1. Distinguishes between spot versus process.
2. Specifies Web-safe color as appropriate.
3. Distinguishes between print and other media.
4. Uses color matching systems.
5. Evaluates and corrects color, tone and sharpness.
6. Creates positive/negative color images.
7. Demonstrates abilities in overprints and knockouts.

Print and Web LAYOUT SOFTWARE Student demonstrates ability in any of the following to produce the project:

1. InDesign
2. MS Office
3. Publisher
4. Others

GRAPHIC SOFTWARE Student demonstrates ability in:

1. Photoshop
2. Illustrator
3. Fireworks

OCCUPATIONAL-SPECIFIC JOB SKILLS

1. Communicates and presents design ideas and implementation.
2. Communicates the technical aspects and terminology of the graphic communications industry.
3. Works well with minimal supervision and direction.
4. Demonstrates understanding of the organization and job functions within the graphics industry.
5. Demonstrates knowledge of related career opportunities.
6. Demonstrates ability to manage tasks and successfully work to multiple deadlines.
7. Demonstrates knowledge of project management, including concepts of planning, time management, overhead cost and profit margins.

SAFETY AND RULES

1. Respects individual classroom and school safety rules in the computer lab.
2. Understands industry guidelines.
3. Demonstrates knowledge of OSHA regulations.
4. Practices proper ergonomics

Job Acquisition Skills/Lifelong Learning

1. Completes an appropriate resume and job application.
2. Practices job interview techniques.
3. Awareness of advanced career and educational opportunities and the need for continuous education.
4. Prepares a portfolio.