

## Assignment 1- Moodboard & Style Guide

### Goals (Unit Outcomes)

- Research and collect an **image library** to aid **visual communication** in the design process.
- Develop your personal **style and aesthetic** through visual design choices.
- Use visual **design vocabulary** (terms) when discussing graphic images.
- Look at the **communication connections** between **visual design messaging**, marketing, branding, advertising and public relations.

### Differentiation Quadrant- How We Will Define the Differences

<p><b>Marketing</b> The <b>umbrella</b> that covers branding, messaging, online presence, content, social media, advertising, and public relations.</p>	<p><b>Branding</b> The area of marketing that includes the <b>visual elements</b> of a company or product.</p>
<p><b>Public Relations</b> PR is about getting your brand out there and the <b>dissemination</b> of information.</p>	<p><b>Advertising</b> Like PR, advertising is an <b>outbound</b> marketing approach.</p>

### Guiding Questions

- How does the combination of text, font choice, colour and graphic images convey a brand identity?
- In what ways can visual design choices communicate credibly with key audiences and potentially affect business results?
- How do visual design elements enhance awareness, understanding, and commitment to a brand through advertising and public relations?

### Visual Presentation Instructions

- Create a slide presentation in two sections.
- Use the titles **Moodboard** (or Inspiration Grid) and **Style Guide**.

<b>Moodboard (Inspiration Grid- Personal)</b>	<b>Style Guide (Business &amp; Design)</b>
<ul style="list-style-type: none"> <li>• Collage Designs &amp; Images that inspire you</li> <li>• Movie Posters</li> <li>• Album Art</li> <li>• Sports &amp; Hobbies</li> <li>• Video games</li> <li>• Books</li> <li>• Food</li> <li>• Nature</li> <li>• Advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Colour Swatches (or Colour Palettes)</li> <li>• Fonts &amp; Typography (Typefaces)</li> <li>• Typeface (Family of Fonts)</li> <li>• Patterns &amp; Gradients</li> <li>• Wallpaper Themes</li> <li>• Letterheads</li> <li>• Business Cards</li> <li>• Image (or Icon) Assets</li> </ul>

- The **moodboard** is meant to be a collection of personal images you can draw from for inspiration and ideas. Think of it as a digital scrapbook or image library.
- Moodboards are a good starting point when working with clients during the initial design process. They help guide the communication in figuring out their brand's visual design and written communication.
- All good brands use a **style guide** to communicate a set of standards for the writing and design of documents. Its purpose is to create a uniform style.
- Create a set of slides, as **style guide ideas** for a **business category** and **target audience(s)**.
- These slides are meant to help **business clients**, in the **category** (eg. sports, toys, clothing, etc...) you select, find their brand's voice for **uniformity** and **messaging**.

## Written Explanation Instructions

- Provide a **2 paragraph (minimum)** write-up in the slide information explaining your choices.
- The write-up can be done in bullet points or full paragraphs.
- If you are using bullet points, you need to **provide 10 points (minimum)** that connect your design choices with proper design terminology.
- Make sure you read, understand and use terms from the **Elements & Principles of Design**.
- Include at least **5 terms** in your write-up.
- Draw connections between **visual design messaging** and **public relations** using the **Differentiation Quadrant**.
- Be ready to discuss your slides with the class.

## Class Presentation Instructions

- Your presentation must be **5-10 min**.
- Note: **10 min is the maximum** time allotted.
- There will be a **class timer** and once 10 min is reached, you will end your presentation even if you are not finished.
- The amount of slides is at your discretion. **Practicing** and **timing** your presentation to make sure it falls between 5-10 min is critical.
- Demonstrating a **visual design vocabulary** is another key aspect to your presentation.

## Using Third Party Images- Copyright

- You are **allowed to use third party images** and **design assets** in this assignment. They are a good way to save time when you work with a client.
- Make sure at least **25% of the images** in your slides are **original** (colour swatches and typography are a basic starting point).
- In **Google's Image Search**, make sure you select the appropriate area under "**Usage Rights**" and a large (high) resolution under "**Size**".
- There are many sites you can go to for **stock images** and design assets for purchase.

## Key Skills (Knowledge)

- **Concise** and **clear information** delivery (avoid being wordy).
- Effective use of a **grid layout** for visual communication (images and text) in the **creation** of **moodboards** and **style guides**.
- Understand how **design fundamentals** impact marketing, branding, advertising and public relations.
- Implement **best practice** when **sourcing images** from third parties (copyright free, royalty free, licensing, and resolution).

## Rubric

### Assignment 1- Moodboard & Style Guide

Description	Mark/ Comment
<p><b>Visual Communication- Image Libraries</b></p> <ul style="list-style-type: none"> <li>• The slide deck appropriately represents purpose and intent behind using a moodboard and style guide.</li> <li>• The collection of images clearly develops a visual style and aesthetic.</li> <li>• Grid and layout decisions show a good understanding of composition.</li> <li>• The style guide section displays knowledge of uniformity and messaging.</li> <li>• The images selected for the style guide show a strong understanding of visual communication choices for the business category and target audience(s).</li> <li>• Best practice has been used for third party images.</li> </ul>	/10
<p><b>Written and Verbal Communication</b></p> <p><b>Explanations to Key Questions</b></p> <ul style="list-style-type: none"> <li>• Visual design terms have been used when discussing graphic images.</li> <li>• The presentation examines the communication connections between visual design messaging, marketing, branding, advertising and public relations.</li> <li>• Insightful explanation for how the combination of text, font choice, colour and graphic images convey brand (business) identity.</li> <li>• Purpose and reasons have been provided for how visual design choices communicate credibly with key audiences and can potentially affect business results.</li> <li>• The presentation illustrates the use of visual design elements to enhance awareness, understanding, and commitment to a brand through advertising and public relations.</li> </ul>	/10
<p><b>Overall Presentation</b></p> <ul style="list-style-type: none"> <li>• Practice and timing of the presentation are evident.</li> <li>• The presentation demonstrates a clear understanding of the elements and principles of design.</li> <li>• A minimum of 5 terms have been used.</li> <li>• The presentation consists of 2 written paragraphs or 10 bullet points.</li> <li>• Connections have been made between visual design and public relations.</li> </ul>	/10
<p><b>Total Mark</b></p>	<b>/30</b>