

Assignment 3- Personal Branding, Online Portfolio (Webpage)

Assignment Checklist

- **2 section slide presentation** highlighting your personal brand (print ready brochure & digital webpage)
- **Print Ready:** One **tri-fold brochure** or three **8.5"x 11" portfolio pages** (min)
- **Website:** Use the **same content** from your brochure or portfolio pages and **modify** the layout and some design aspects **for a web based digital format**
- Your presentation must be 5-10 min. 10 min is the maximum time allotted.
- Print specification sheet, price quote, cost/ value breakdown
- Omni-channel marketing plan
- Brief biography (1-3 paragraphs)
- Face pic (adjusted in Photoshop)
- Logo (wordmark or symbol)
- Header (for brochure & website)
- Resume/ Experience/ Career Highlights
- Include 3-5 images (or more if necessary)
- Use a folio system (colour scheme, grid, borders, page numbers)
- **Cross-platform Design:** Print, Website (Screen, Tablet, Phone), Social Media Art

Value Added Ideas

- **Create more than 3 portfolio pages**
- Develop a template in InDesign you can use to make more portfolio pages in the future
- Business Card
- GIF Animation
- Create a Media Kit

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.
- The amount of slides is at your discretion. **Practicing** and **timing** your presentation to make sure it falls between 5-10 min is critical.

Key Skills (Knowledge)

- Demonstrate a knowledge of **print** and **digital design processes** in your presentation.
- Display an understanding of the **Elements & Principles of Design**.
- Deliver information in a **concise** and **clear manner** (avoid being wordy).
- Understand how **design fundamentals** impact marketing, branding, advertising and public relations.

Goals (Unit Outcomes)

Print vs Digital Marketing & Advertising: Developing Media Relations & PR Campaigns for Clients

- Examine different **modes of distribution** and **dissemination** of media, public relations, and branded design material.
- Discuss the advantages and disadvantages of the **different approaches to visual communication** such as brochures, magazines, newsletters, websites, blogs, interactive design, and social media.
- Learn to **design graphics** and **visual layouts** for a **cross platform** media industry (computer screens, tablets, mobile devices, and print).

Visual Communication (Design Foundations)

- Critique the elements and principles of design as they relate to the **intended communication** and **target audience**.
- Identify the **basics of layout**, balance, the use of colour and focal point (eye direction).
- Use **typography** to enhance the effectiveness of visual design material.

Methods of Communication (Marketing Materials & Approach For Digital Web Design)

- Identify the method of communication best suited to **accomplish specific objectives** (tasks).
- Examine public relations and advertising **marketing approaches** related to print vs digital communication.
- Consider a **cost-benefit analysis (CBA)** when developing and budgeting a design project linked to online (digital) advertising or public relations.
 - **ROI-** Return On Investment
 - Use Google Analytics for **Success Metrics** (Online Data Management)

- Consider how **outbound marketing**, **inbound marketing**, and **omni-channel marketing** can build business and attract potential customers by driving **awareness**.
- Explore how different **types of marketing** can impact **visual design decisions** and communication.

Outbound Marketing	Inbound Marketing
<p>Outbound marketing is a traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Outbound marketing is the opposite of inbound marketing, where the customers find you, mostly through various paid and natural search engine marketing efforts. Outbound marketing is harder to track than inbound marketing.</p>	<p>With inbound marketing, potential customers find you through channels like blogs, search engines, and social media. The most effective way to capitalize on the benefits of inbound marketing is with search engine optimization (SEO).</p>
<p>Outbound Marketing Examples Commercials, print ads (newspaper, magazine, flyers, brochures), email blasts, and trade shows.</p>	<p>Key Content Creation Questions</p> <ul style="list-style-type: none"> • What target audience are you trying to reach with your content? • What are the key messages you want to use to attract customers to your content? • What keywords and phrases can you use in your content that generates higher SEO results?
Omni-channel Marketing	
<p>At its core, omni-channel is defined as a multi-channel sales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, or by telephone, or in a bricks and mortar store and the experience would be seamless. While multi-channel marketing tactics help an organization's marketing efforts, omni-channel marketing attempts to take that to the next level.</p>	

Visual Presentation Instructions (Assignments 2 & 3)

Assignment 3- Webpage or Website

- Use a **content management system (CMS)** to publish your work online.
- Select an appropriate **theme and style** for your website.
- Create a **slide presentation** in two sections that **compile your design exercises** into a print ready file for a **brochure** and a digital layout on a **webpage** or website.
- Use titles to separate the sections such as **Print Design (Assignment 2)** and **Online Digital Design (Assignment 3)**.
- Select your **3-5 best graphic images** from your design exercises to use as a starter portfolio.
- **Section 1 (Assignment 2)** must include the following:
 - Preliminary design work such as thumbnail sketches, rough mockups, and font selections.
 - Examine how you developed the header and folio design (rough work or design inspirations).
 - Demonstrate a print ready file with margins, bleeds, and gutters.
 - A print specification sheet.
 - An RFQ- Request For Quotation (price for printing)
- **Section 2 (Assignment 3)** must include the following:
 - Display the **layout and design** for your **webpage** or website.
 - Provide a reason for the **content management system (CMS)** used for the design.
 - A visual communication **explanation** for the **theme and style** selected.
 - Explain if any **marketing choices impacted** the **visual design**.
 - Examine how the design may be adapted across **different platforms**.
- Be ready to discuss your slides with the class.

Rubric- Assignments 2 & 3

Description	Mark/ Comment
<p>Assignment 2: Print Ready Brochure Portfolio, Print Design & Layout</p> <ul style="list-style-type: none"> ● Planning is evident in preliminary design work such as thumbnail sketches, mockups, font & colour selections. ● The brochure has been properly formatted using margins, bleeds, folds, gutters, and paper size. ● The brochure displays an effective use of a header and a folio design (page numbers, borders, colour scheme) to enhance visual communication. ● Layout shows a full understanding of composition. 	/20
<p>Assignment 2: Print Ready Brochure Portfolio, Production for Print & Adapted for Cross-Platform</p> <ul style="list-style-type: none"> ● A print specification sheet, and a request for quotation (RFQ) have been provided. ● An effective analysis between value and cost of proposed visual material has been outlined. Return on investment (ROI) and a cost-benefit analysis (CBA) has been clearly considered. ● Explain if any marketing choices impacted the visual design. ● Examine how the design may be adapted across different platforms (mobile, tablet, desktop). 	/10
<p>Assignment 3: Online Portfolio Webpage, Digital Design & Layout</p> <ul style="list-style-type: none"> ● The digital design applies the elements and principles in a manner that clearly communicates a visual identity to an intended audience. ● The webpage effectively uses the basics of layout, balance, colour and focal point (eye direction) to gain audience attention. ● The choice of typography enhances the effectiveness of the visual design material. ● A reason has been given for the content management system (CMS) used for the design. ● An explanation for the theme and style selected has been communicated. 	/20
<p>Assignment 3: Online Portfolio Webpage, Methods of Communication for Dissemination</p> <ul style="list-style-type: none"> ● The presentation examines how outbound marketing, inbound marketing, and omni-channel marketing can build business and attract potential customers by driving awareness. ● The content explores how different types of marketing can impact visual design decisions and communication. ● Planning for a cost-benefit analysis (CBA) has been considered by using tools such as: <ul style="list-style-type: none"> ○ Google analytics for success metrics and search engine optimization (SEO) 	/10
<p>Explanations to Key Questions have been Provided</p> <ul style="list-style-type: none"> ● What target audience (client demographic) are you trying to reach with your content? And what is your omni-channel marketing plan? ● What are the key messages you want to use to attract customers to your content? And how are you using visuals to communicate these messages? ● How does the cost of certain printing techniques impact design choices? ● How did you decide on the final header and folio design? ● What are the different modes of communication you plan to use to promote your work? 	/20
<p>Overall Presentation</p> <ul style="list-style-type: none"> ● Practice and timing of the presentation are evident. ● The presentation demonstrates a clear understanding of the elements & principles of design. ● Demonstrates a knowledge of print and digital design processes. ● Clear understanding of how design fundamentals impact marketing, branding, advertising and public relations. 	/20
<p>Total Mark</p>	/100