

Assignment 2- Personal Branding, Print Ready Portfolio

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

Goals (Unit Outcomes)

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

- Examine different **modes for 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).

Print Specification Sheet

- Demonstrate how to **gather information** required to **initiate development** of visual material.
- Recognize the use of **print design requirements (terms)** such as bleeds, gutters, margins, stock sizes, paper weight, paper finishes, and binding.
- Explain **print processes** such as bindery styles, die scoring, or embossing.
- Understand **print units of measurement:** picas, points, centimeters, and inches.
- Prepare a print specification sheet.

Methods of Communication (Production of Marketing Material for Print)

- Identify the method of communication best suited to **accomplish specific objectives** (tasks).
- Research and review the relationship between **value and cost** of proposed visual material.
 - ROI- Return On Investment
 - CBA- Cost-Benefit Analysis
 - Provide an **RFQ** (Request for Quotation) for **project price estimates**.

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.

- Effectively use a **header** and a **folio design** to enhance visual communication.
- Use a visual **design vocabulary** (terms) when discussing graphic images.
- Look at the **communication connections** between **visual design messaging**, marketing, branding, advertising and public relations.

Guiding Questions

- How does the cost of certain printing techniques impact design choices (e.g. offset or digital printing)?
- Is your file print ready with proper bleeds, gutters, and margins?
- How did you decide on the final header and folio design?
- What are the different modes of communication you plan to use to promote and distribute your work?

Visual Presentation Instructions (Assignments 2 & 3)

Assignment 2- Print Ready Brochure- Personal Brand

- Design a **brochure** to display your **work in print**.
- Create a slide presentation in two sections that **highlights your personal brand** 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.

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.

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.

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