
CityTech Cover Contest Process Book

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Design Team
COMD 4701 OL82

Project Overview

The Cover Contest is an annual competition to select a design(s) made by design students for the Commencement and/or Honors Convocation program booklets for the New York City College of Technology. The designs in question should reflect the respective event and be appealing towards its audience.

82nd Commencement:

- Graduation, Cap & Gown
- Spring/Summer event

Honors Convocation:

- Honors Society event
- Celebrates the Top Students, the best

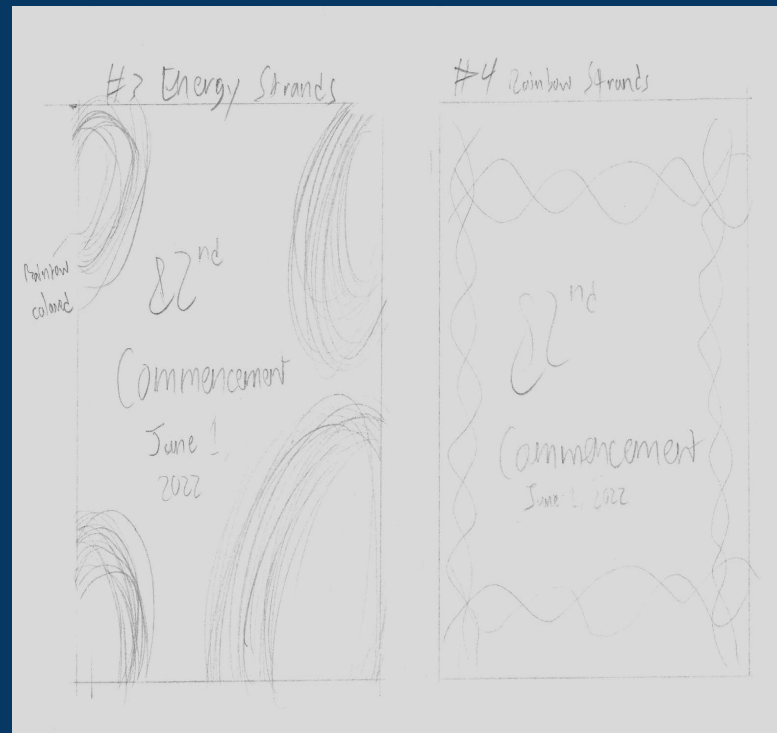
Creative Brief

Target Audience: CityTech students, parents and friends of those students, and the judges of the Cover Contest

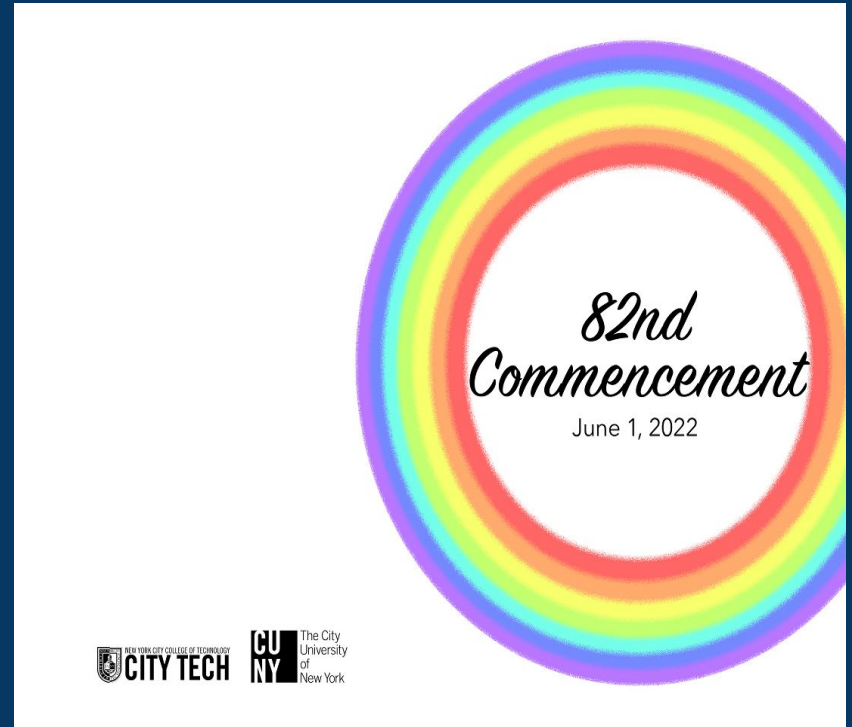
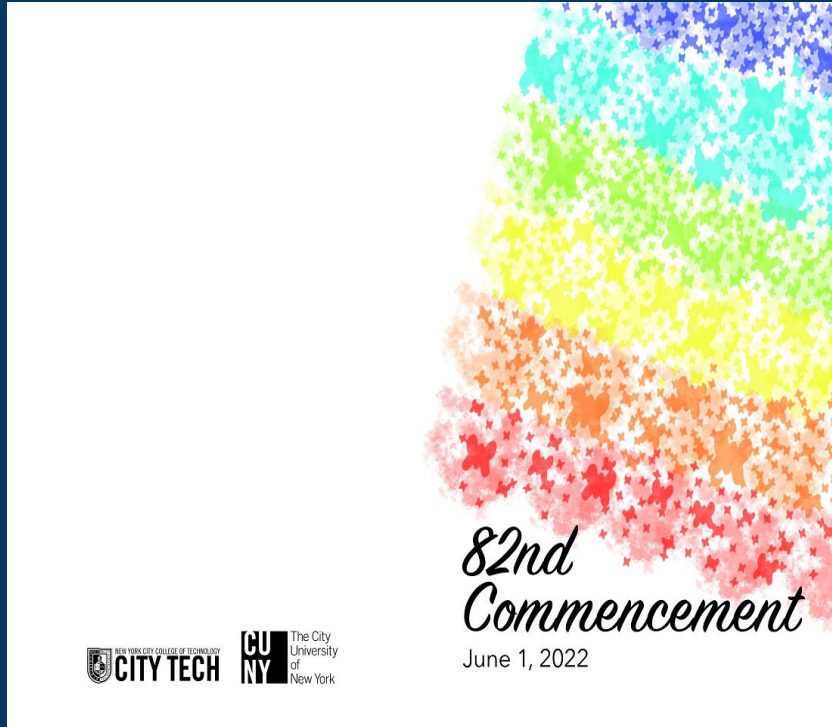
Booklet Cover Design:

- Front Cover Details:
 - *Title:* “82nd Commencement” or “Honors Convocation”
 - *Date:*
 - Commencement: June 1, 2022
 - Convocation: May 25, 2022
 - New York City College of Technology
- Back Cover Details:
 - CUNY logo
 - CityTech logo

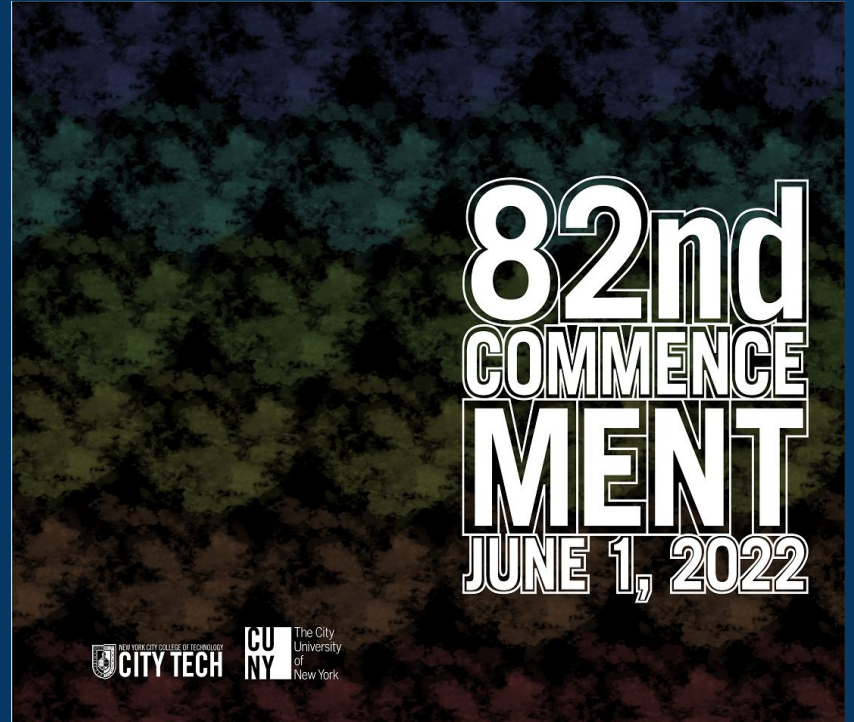
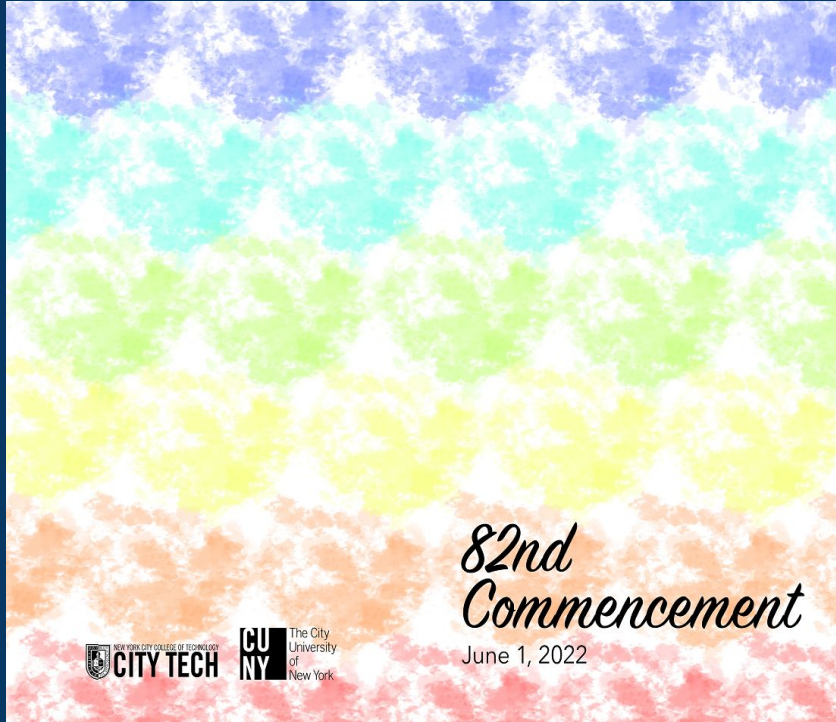
Concept Sketches



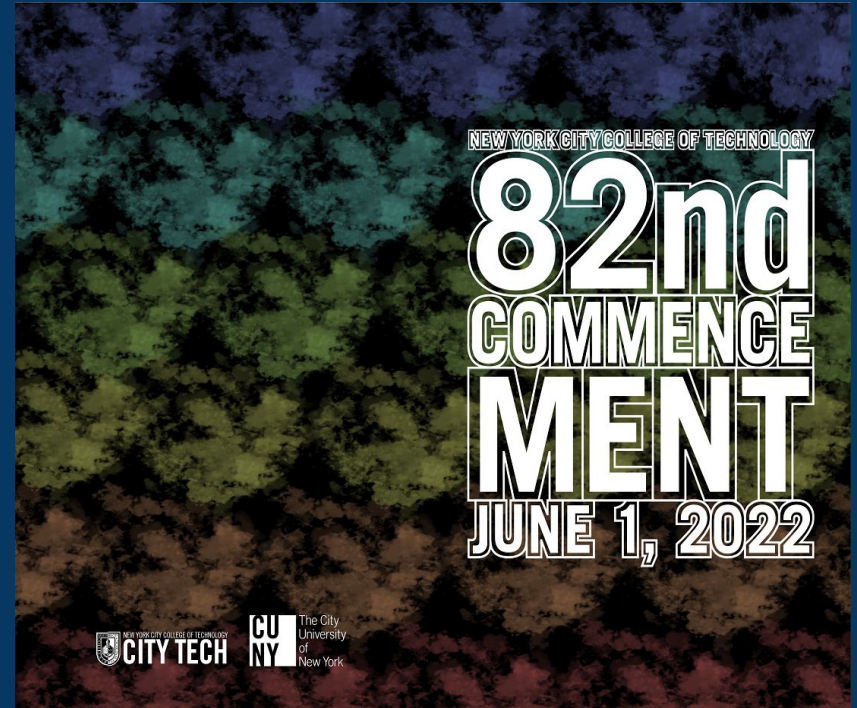
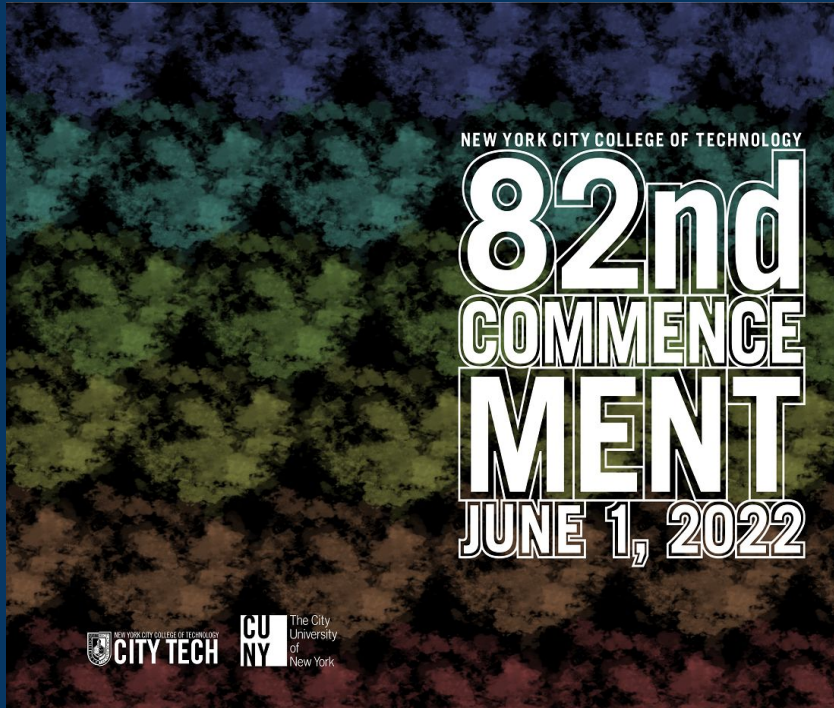
Work In Progress



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Final Cover Versions



Final Cover Layout

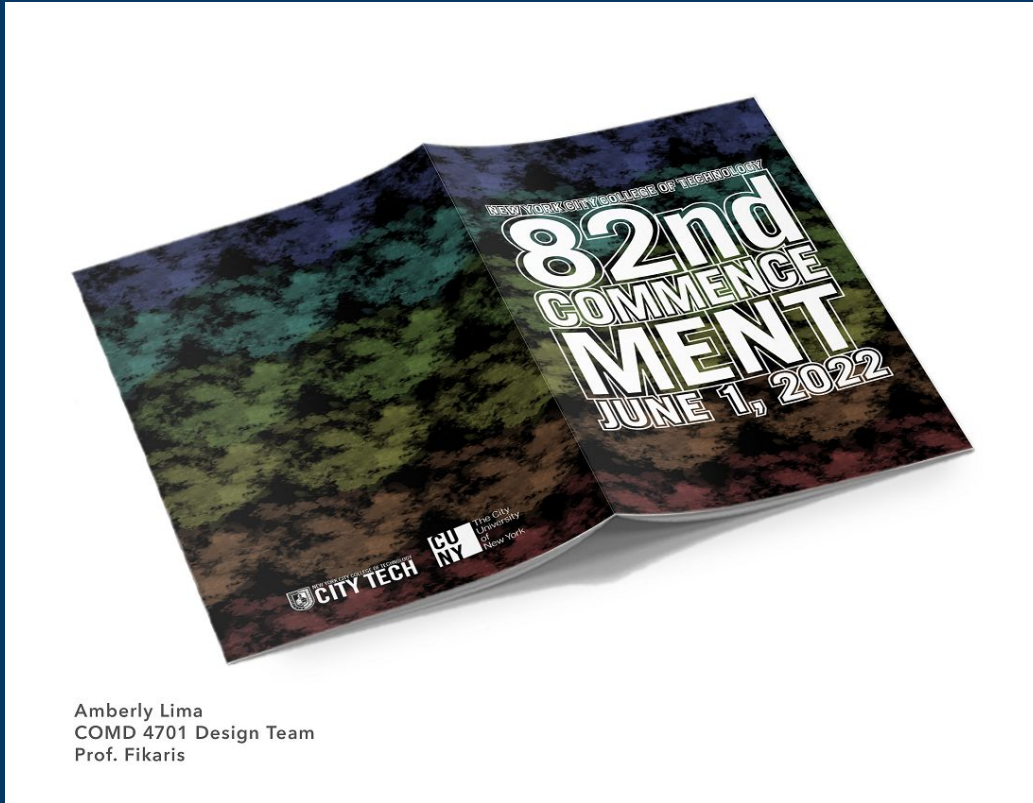


Final Mockup Cover



Amberly Lima
COMD 4701 Design Team
Prof. Fikaris

Final Mockup Spread



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