

Andrew Bass, Jr.

Fall 2022 • Wed/6 - 9:20pm

anbass@citytech.cuny.edu

646 244 5329

Pearl 115

3701 • 18108



PROJECT ONE / DESIGN FOR CHANGE

The class theme which you'll explore for your project is **community and civic engagement**.

You'll conduct exploratory research to examine this theme, what topics fall under it and establish how **YOU** fit within it. Ask yourself, are you *an expert or an ally*?

Once this discovery phase is completed, you'll start off by choosing at least 5 topics of interest & finding a specific target issue in those topics that *truly interests* you. From there, you'll pare down this list to **ONE TOPIC/ISSUE** in which you'll then create a conceptual plan that addresses your vision on offering change to your identified problem.

Your project will consist of:

- A summary presentation that will outline your initial research, analysis and conclusions that create the foundation for what will become your concept. **(This serves as your midterm.)**
- A hard-copy process (sketch) book that shows how you thought through your project with examples of your research, how you used the break-outs to arrive at your conclusions; class exercises and your sketches in developing your concept.
- You **must show both** primary and secondary sources within your process book and you must have at least **ONE primary source outreach (mandatory)**.
- Your concept must be supported with a **minimum of two media channels** and **three distinct deliverables that create a campaign**.
- A final presentation of your completed conceptual plan.

LEARNING OUTCOMES

- Demonstrate the ability to develop a strategy based on independent research.
- Think critically and creatively to solve visual communication problems. Design and/or produce images and text that effectively communicate intended content.
- Identify, evaluate, and effectively respond to ethical issues as a citizen and a professional.
- Present and defend his or her work to a client.

If you are having problems with the project at any point, **DO NOT WAIT** until the final weeks for help. Reach out to me so we can work out a plan.

MIDTERM SUMMARY PRESENTATION DUE: Week 8

FINAL PRESENTATIONS DUE: Week 15