

## PROJECT ONE : DESIGN FOR GOOD

The topic which you will explore for your project is **community and civic engagement**.

You'll conduct exploratory research to examine this theme and establish how **YOU** fit. Are you an expert or an ally? Once this phase is completed, you will identify a topic that you would like to focus on, then develop a conceptual plan that addresses a particular issue.

### Your project will consist of:

- A final presentation of your completed conceptual plan.
- Examples of your research with will include: A process book, your break-out exercises, and readings.
- A midterm presentation that will establish your research and concept direction.

### 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 RESEARCH SUMMARY DUE : Week 8 • March 23

FINAL PRESENTATION DUE : Week 15 • May 25

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