COMMUNICATION DESIGN II
COMD 2400

CLIENT: **Project 1:** Product Launch

0= MISSING
1= UNACCEPTABLE
2= NEEDS WORK
3= AVERAGE
4= GOOD
5= VERY STRONG

STUDENT(S)
NAME:

SCORE: **45**

CONCEPTUALIZATION

STRATEGY: ———1———2———3———4———●(5)
The ability to establish a clear and concise concept for the proper audience, using the appropriate channel. *I know why you created this.*

QUALITY ROUGH: ———1———2———3———4———●(5)
The ability to represent design elements on the page in a clear way.
I understand the rough.

LAYOUT/DESIGN: ———1———2———3———●(4)———5
To organize and design a creative solution in a way that adheres to visual standards (e.g.: grids, hierarchy, typography, contrasts, size, etc.)
It's feels well designed and looks like you have a creative vision.

COPY: ———1———2———3———●(4)———5
Ability to use your words to characterize the voice and tone of the client.
It sounds like them, or who the want to be.

MESSAGE: ———1———2———3———4———●(5)
A clear understanding of what you want your audience to do and how it was presented to them. *You know and "get" them.*

CREATIVITY: ———1———2———3———●(4)———5
You have gone beyond the scope of the brief to try something unique.
Wow, that is a great concept — it resonates.

DEVELOPMENT

RESEARCH + IDEATION: ———1———2———3———4———●(5)
You have done enough research to indentifya target audience, objectives and learn more about the client. *I see you understand the client and reasons for this campaign.* There are clear indications of working through your ideas. Multiple sketches and layouts have been explored. *You didn't settle for the first idea.*

PROCESS: ———1———2———3———4———●(5)
There is a logical compilation of all of the work that went into your campaign/solution. This includes, but not limited to sketches, research, layouts, headlines, image references, attributions and links. *You show us how you arrived at your visual solution.*

PRODUCTION: ———1———2———3———4———●(5)
You created a full campaign, adhered to specs and properly named the file for submission. *Attention to details.*

PRESENTATION: ———1———2———●(3)———4———5
Were you able to properly explaing the reseasoning behind your solution? Did you make it easy for others to understand your idea. *You sold your concept and convinced people of it's vaule.*

NOTES

Good work on the overall design & strategy.

DISCOVER > DEFINE > DEVELOP > DELIVER

DISCOVER:

The start of a project is marked by an initial idea or inspiration.

The objective of the Discover stage is to act as a 'phase of divergent thought', where the designers keep their perspectives wide to allow for a broad range of ideas and influences. Restate the problem in your own words. Research the topic. Educate yourself; this is how you get your ideas.

DEFINE:

The Define stage should be thought of as a filter where the review, selection, and discarding of ideas take place.

At the Define stage, a combination of the ideas or directions identified during the Discover stage are analyzed and synthesized into a brief. Looking at relevant information will give you a better understanding of the problem. Research stimulates your mind, and brainstorming on paper is the natural result. Sketch out thumbnails to clarify the idea to yourself. Thumbnails are your blueprint, and they will help you plan to solve the problem.

DEVELOP:

During the Develop stage, refine one or more concepts that will address the problems

For issues identified during the Discover and Define stages. Choose the best three thumbnails to develop into a rough. Take these ideas to the next stage and flesh them out. This is where you think through all the details. What colors are the most effective?

What typefaces will properly communicate your idea or message? Voice any problems you that may arise. Use the class environment to get through the problems, be vocal, and discuss your challenges, and get through to the solutions.

DELIVER:

The Deliver stage is where the final concept is taken through final testing, signed-off, produced and launched.

Take one idea and finish it. Craftsmanship, neatness, and punctuality are crucial to meeting your deadlines. Make your project come to life upon completion. In this stage, we are attempting to get as close to a final solution as possible. Deliver the best way to present your idea. In the real world, this is when you sell the concept. It has to be neat, on time, and presentable.

The 4 D's concept is derived from the design council's: a study of the design process.

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