

## GRAPHIC DESIGN 125

KAPIOLANI COMMUNITY COLLEGE, UH

AILED GARCIA, INSTRUCTOR

EMAIL ailed@hawaii.edu

CELL 808.343.9565

# PROJECT ONE PROMOTIONAL KCC POSTERS

### ASSIGNMENT BRIEF

**OVERVIEW.** Together as a class and under client direction, we will be working on concepts and designs for the posters used to promote brand awareness for KCC.

**CLIENT GOAL 1.** Make KCC's focus on engagement, learning & achievement visible to everyone.

**CLIENT GOAL 2.** Help get students, faculty & staff excited about the focus & commit to doing whatever is within their scope of responsibilities to achieve these goals.

**CLIENT GOAL 3.** Promote an awareness of KCC's vision, mission & values as they are the foundation upon which the college is built and the reasons for the focus on engagement, learning & achievement.

**AUDIENCE(S).** (a) Younger, hip/trendy theme to appeal to students when posted social/learning environments; (b) Mature, conservative theme to appeal to Faculty/Staff/Administration/Community Members when posted in corporate friendly environments or community centers.

**YOUR ROLE.** You will design the theme for one of the following poster sets (the chosen design theme for the first poster will simply be adapted to second poster and modified to accommodate the new content).

**Set 1:** KCC Brand Focus; and KCC Vision—(Team 1: Jason, Cathy, Yukinori, Juno, Emmanuel)

**Set 2:** KCC Brand Focus; and KCC Values—(Team 2: Dante, Ai, Mihaela, Mai, Donovan)

**Set 3:** KCC Brand Focus; and KCC Mission—(Team 3: Haren, Jun, Ma, Quin, Mitchell)

While you will initially conceptualize ideas directed at both audiences for your poster set, the audience you'll ultimately address in your final will be dictated by your strongest concept as conveyed through your sketches.

### THE OBJECTIVES

To develop a culturally sensitive and unique concept based on the set criteria and the use of original imagery which you create or copyright free material only when absolutely necessary.

To gain an understanding of metaphors, similes and analogies as powerful persuasion tools in advertising.

To meet the goals and to design under the direction of a client, with consideration and respect of copyright law as it applies to commercial work.

To integrate type and imagery into a cohesive narrative inspired by the content.

To support the clarity of the message, by applying visual hierarchy principles to both imagery and typography.

To develop compositional skills in page layout design which include typography, grid and image, as necessary.

To gain knowledge of poster anatomy, such as margins, heads, subheads, and paragraph groupings while working on information design.

To gain technical knowledge of basic features in InDesign as a layout program (text tool and image placing tool, masking, etc).

To gain technical knowledge in the preparation of files for offset printing (Working with Native and PDF Formats).

(Project One Continued)

## PROCESS OVERVIEW

**Initial Client Briefing & Defining the Problem.** Taking notes and documenting your understanding of the project. Asking questions as necessary.

**Clarifying Questions.** Any questions you neglected to ask the first time or that have resulted after further project contemplation.

**Research and Planning Stage/Brainstorm Ideas written.** Researching images of posters with similar goals geared at similar audiences. *You are encouraged to speak to administrators, faculty, students, and graduates of the college as part of your research. You are encouraged to research and implement the use of Metaphors, Similies and Analogies, as persuasion tools: [www.copyblogger.com/metaphor-simile-and-analogy-what's-the-difference/](http://www.copyblogger.com/metaphor-simile-and-analogy-what's-the-difference/).* Brainstorm ideas and consider how you might execute your concepts in terms of imagery, language and medium.

**Sketches & Moodboards.** Sketch top 2 ideas, Moodboard 1.

**Digitally Drafting.** Digital implementation of best idea.

**Digital Refinement.** Refining your digital compositions.

**Print Preparation.** CMYK Offset.

**Final Mounted Piece.** Print & Mount Final Posters to specs.

**Presentation.** Present Printed/Mounted posters to client.

## TECHNICAL SPECIFICATIONS

**Recommended/Required Software.** Photoshop, Illustrator and composite final must be laid out in InDesign.

**Size.** Set up your original at 12"x18".

**Resolution.** Your ideal resolution is 300dpi for images, minimum 150dpi, if your picture cannot be made larger (but run it by instructor first to ensure quality).

**Images.** Use only high quality imagery that is cleared of copyright. It is preferred that you take your own pictures or illustrate, as necessary. DO NOT download random images from the web, since this is for a real client and if selected copyright comes into effect and is a HUGE deal. Copyright-free imagery is ok—Read image license for details. There is no client budget for imagery purchase.

**Orientation Format.** Landscape or Portrait.

**Colors.** Full Color, Set up file images and Native layout as CMYK for offset printing.

**Printing & Mounting.** Print full scale at 12x18" or if necessary shrink to fit and print on 11x17. Crop off excessive paper edges as necessary. Mount centered on an approx. 15"x20" black matt board. Be sure to leave equidistant margins when mounting your designs. Use spray mount. The client will reimburse \$10 to cover the cost of approximately 2 final prints and two mounting boards.

## TURN IN FORMAT

**1) Your Final Printed/Mounted POSTER designs.**

**2) Printed Design Brief & Self Evaluation** (Design brief should be brief, but concise—be sure to clearly use design vocabulary to describe your work. Be objective in your self-evaluation).

**3) Turn in the following Digital components of your assignment in a clasp/manila envelope in the format listed:**

- Name your final Native Digital Files for your POSTERS accordingly: YOUR name Project number and descriptor (E.g. *nameproj1\_set#posters.indd*)
- Burn your final PACKAGED NATIVE digital files for your POSTER with Linked Images (links) and EditableText (fonts), in supporting folders as per the general guidelines and directory setup provided by the *CMYKPrintingProcessandPrint Preparation/Set-up of Files.doc* on our website.
- Export and Burn your final files for POSTER as high quality PDFs. (E.g. *nameproj1\_set#posters.pdf*)
- Burned CD clearly labeled with YOUR NAME, COURSE TITLE, and PROJECT NUMBER

## SCHEDULE AND DUE DATES

[www2.hawaii.edu/~ailed/125/](http://www2.hawaii.edu/~ailed/125/)



**REQUIRED PROJECT COPY. OPTIONAL COPY WITHIN \*ASTERISKS\***

**POSTER 1. KCC Brand Focus Poster**

Kapi'olani  
Engagement  
Learning  
Achievement

**POSTER 2  
(a) KCC Vision**

Kapi'olani \* Engagement Learning Achievement \*  
Vision

Kapi'olani Community College prepares students for lives of critical inquiry and effective engagement and leadership in careers which strengthen the health, wellbeing, and vitality of:

the individuals, families, and communities that support all of us,

the cultural traditions that shape and guide all of us, and

the land and sea that sustain all of us.

**(b) KCC Values**

Kapi'olani \* Engagement Learning Achievement \*  
Values

Aloha for Hawai'i, and its diverse peoples, cultures, languages, and environments.

Service and attention to the needs of our diverse students and their experiences, contributions, expectations, and dreams.

High quality, active, ongoing learning for everyone.

Respect and appreciation for our faculty, staff, students, and administration, in recognition of their ongoing innovation and achievements.

Honesty, integrity, and clarity in professional relationships.

Imagination and innovation in curriculum and pedagogy and support services, and in planning, assessment and improvement.

Shared responsibility, effective communication, and partnerships in working for the educational, social, economic, and environmental betterment of the communities we serve.

**(c) KCC Mission**

Kapi'olani \* Engagement Learning Achievement \*  
Mission

Kapi'olani Community College:

is a gathering place where Hawai'i's cultural diversity is celebrated, championed and reflected in the curriculum, pedagogy, support services and activities, students, faculty, staff, and administration.

is a nurturing workplace of choice for strong and caring faculty, staff, and administrators committed to effective communication and shared vision, values, mission, and responsibilities.

strives to provide the highest quality education and training for Hawai'i's people.

provides open access, and promotes students' progress, learning and success with low tuition and high quality instructional programs, student development and support services, and selective areas of excellence and emphasis.

prepares students to meet rigorous associate and baccalaureate requirements and personal enrichment goals by offering high quality liberal arts and other articulated transfer programs.

delivers high quality 21st century career programs that prepare students for rigorous employment standards and to meet critical workforce immediate and long-term needs and contribute to a diversifying state economy.

prepares students for lives of ethical and social responsibility by offering opportunities for increased service-learning and community engagement.

leads locally, regionally, nationally and internationally in the development of integrated international education, enriched through global collaborations.

uses human, physical, technological and financial resources effectively and efficiently to achieve ambitious educational goals and generate a solid return on the public's investment for a sustainable future.

builds partnerships within the University and with other educational, governmental, business, and non-profit organizations to support improved lifelong learning.

uses ongoing cycles of planning, best practice research, budgeting, implementation, assessment, and evaluation to drive continuous program and institutional improvement.