

IDEA 122

Creative Thinking for Designers II

Assignment 5: Social Cause

Due	March 2, 2015
Percent of final grade	15%
Time allocated	Week 5—7

Instructor

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OVERVIEW

Working with clients is one of the greatest skills you will need to learn as a designer. The ability to listen and distill what the client is saying into a clear relevant message is a skill that is developed and honed.

REQUIRED

Interview a senior at the Silver Harbour center. Ask ‘If there was one key message you have learned, and would like to pass on, what would it be?’. Help your client distill the message down to a poster headline. Find out why or what has lead them to that message.

Write a brief that summarizes the information. Go over it with your client for approval.

Design a 2’ x 3’ poster that conveys the message using type, illustration and/or photography.

Hand in a digital PDF of the poster and an 11x17 hard copy.

POINTS TO CONSIDER

The type headline should stand alone, but at the same time, should be visually supported by illustration/design/photography to add meaning and context to the quote.

SUBMITTING WORK

- digital PDF placed on server
- 11x17 hard copy to be handed in with brief and rationale.

MARKING

You will be graded on:

- how pleasant and respectful you are to work with (5% to be given by client)
- how well you distill the client’s message (5% to be given by client)
- how well you support the message through layout and design (5%)