

inArt Portfolio Two

Pre-Project Outline

Please indicate your brief

Project Brief

I am intended to establish a new brand for my design and create a showcase of it. Then, I need to design 4 pieces of Halloween festival poster for advertisement, a ticket for the festival and a brochure for the festival event. All of this should be my 2D outcome. Meanwhile, my 3D outcome is designing a Digital Billboard video advertisement with interactive materials included.

Are you working collaboratively with another student? If so, which student?

Yes. Nikita is creating a horror short animation.

Please remember that your work, submission and assessment are individual and although you may work collaboratively, your assessment is individual. Therefore it is vitally important that all team members understand that all outcomes will be assessed based on the final outcome placed on individual websites and individual blogs.

Please outline your initial ideas and intended outcomes for the project brief you have and explain how you will fulfil the brief's requirements. Make sure you cover each aspect of the brief.

- For the brand, I am going to design a 6 logo sketches and choose one of them for the final logo. I am going to use Adobe Illustrator to trace it. This will be my 2D work.
- For the campaign poster, I am going to design 4 of them that related to the theme. I will be using Adobe Photoshop to design this. This will be my 2D work.
- The design for the tickets will be 4/6 rough sketches and choose one of them as my final design. I will use Adobe Photoshop for this too and this will be my 2D work.
- For the brochure, I will choose one of the event that stated in the brochure and design it in the Adobe Photoshop. I am thinking of making it folded. This will be printed.
- For my 3D, I am going to make a video advertisement and add a interactive materials such as QR code. I will explore a new software for this outcome that is Adobe After Effects to create a motion video.

State your project plan and timescale

Please complete this with good detail. You will need to make your own project plan with more detail and ensure you include this in your blog (as accessible link)

Week	Tasks	If work collaboratively on project please state individual assigned to the task / deadline for completion
One	Reading Introduction to the module/module handbook and assessment	All / Week Two
One	Consider briefs that you will carry out for your assignment. Start exploring ideas for brief	All / Week Two
Two	Develop Ideas and explore different possibilities for project tutorials	All / Week Three
Two	Work on this outline and project plan in preparation for pre-project tutorials next week	All / Week Three
Three	Pre-project tutorials Initial research	Week Four
Four	Further Research One Research Post Completed by the beginning of week five	Week Five
Five	2D development of work	Week Six

	At least 3 designs to be developed or completed by the beginning of Week Six	
Six	3D development of outcomes for final portfolio Tutorials throughout the week	Week Eight
Seven		
Eight		
Nine	Finalise Design Boards/Project Website Updates	
Ten	Assessment submission deadline (04/09/24)	All /

Please state the research you will be carrying out in relation to your project.

Please note that research should be individual, however if you are working in a group the research will inform your project.

Conceptual Research:

- **Composition Research**
- **Colour Research**
- **Festival Research**
- **Elements Research**
- **Vintage Old Poster Research**

Technical research:

- Brand Research
- Campaign Poster Research
- Brochure Research
- Adobe After Effects Technical Research

Target Market Research:

- **Connecticut Majority age research**

We will be looking further at research in class, however you need to ensure you have considered fully your research methods and the research you are intending to carry out for this project.

Resources

List the resources you will be using for this project and any potential issues or costs that may arise and where you are sourcing this item

Resource	Where will you source this item?	Potential Issues/Costs
Youtube	Internet	No costs
Website	Internet	No Costs
Paper	Library Printer	£0.02

Please add any further comments and notes that have not been covered in your form here...

--

Tutor Feedback from Tutorial

This is for tutor use only

<u>Mohamad Syafiq</u> <u>Graphic Design</u>
--

Art Portfolio Two Notes

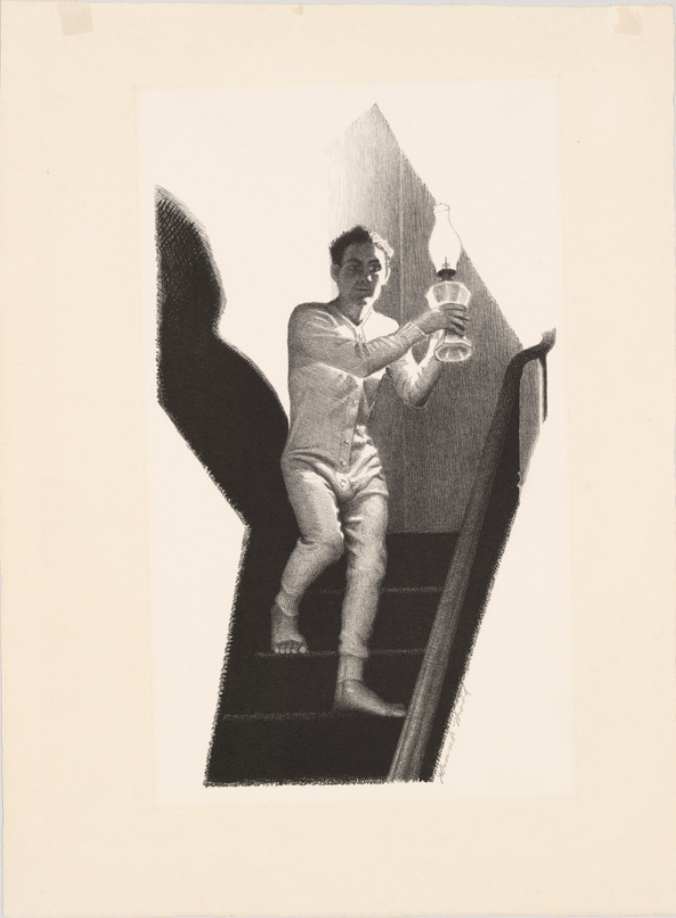
This term you are creating a branding and advertising campaign for a Halloween Festival. Graphic designers are often employed to create branding of this kind. Here are some examples of [Festival Branding by Graphic designers](#), this could be a useful starting point for your research.

Considering the theme you might like to see how [famous companies changed their logo](#) for halloween...Also [some social media posts](#) but mostly you want to consider how you can innovative and different and really stand out as a designer with this brief.

You may want to look at gothic artists work such as Grant Wood's



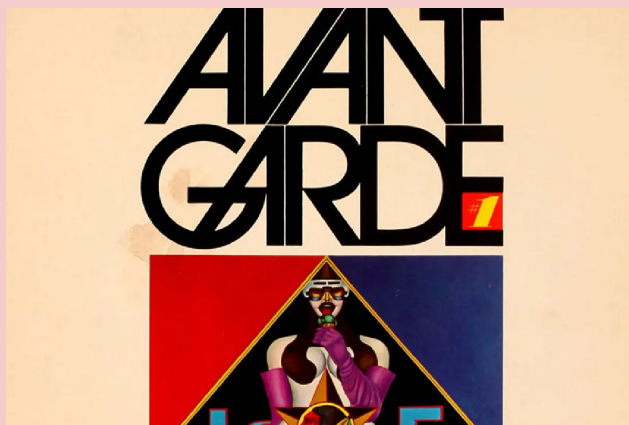
American Gothic (1930) Grant Wood



Midnight Alarm (1939) Grant Wood

This is from [The Whitney Museum](#) and there were some interesting pieces here to look at. Also some [famous Gothic style paintings here](#)

This time you should concentrate very much on the graphic design aspects such as typography. Typography is the key to making you work consistent and is a design element that can stand out. Here are some [famous examples of typographers](#) to help you begin your research



Herb Lubalin (circa 1960s) Avant Garde

You will also be making a digital billboard - this needs to be a billboard that has an interactive element so [here are some examples](#)

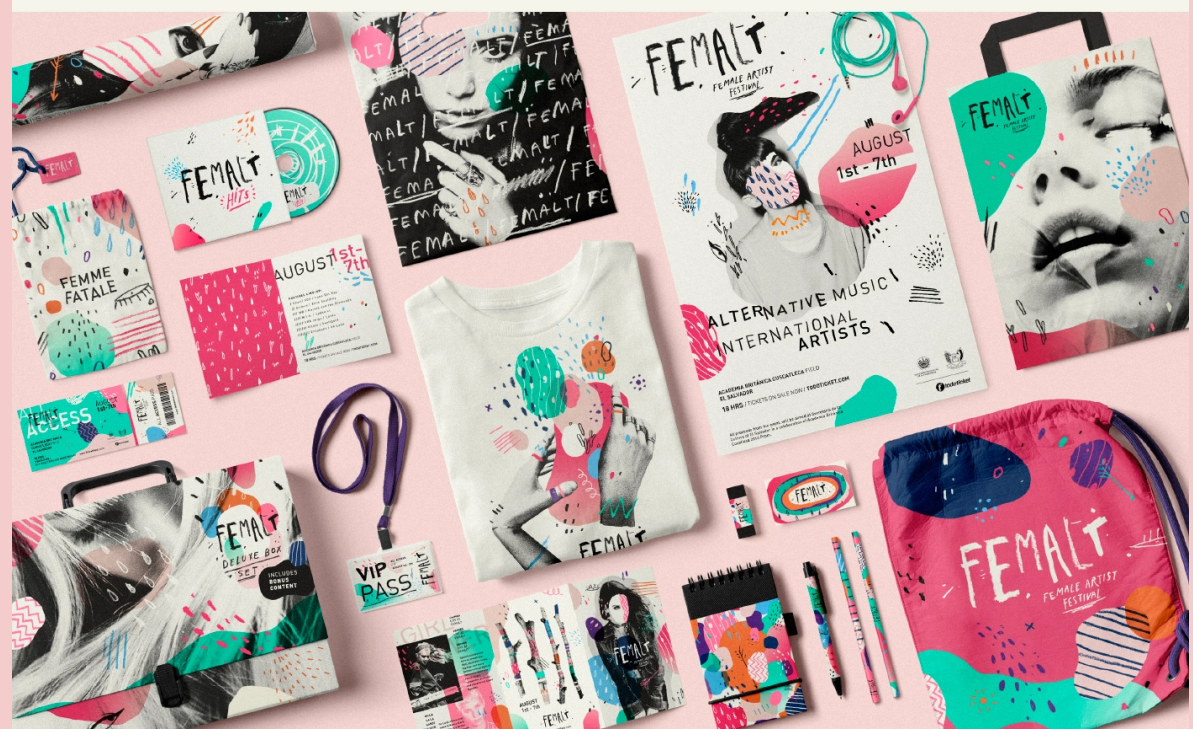
Digital Billboards can be created using ClipChamp or other simple editing program however you need a good idea as you will see from your research and a clever way to get people to engage in your advert. It must include a logo and tagline from your festival.







Festival merch and promotion

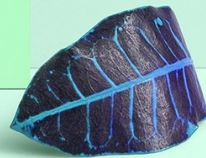
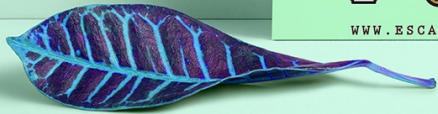


ESCAPE
FESTIVAL

27-29 JULY 2018
SOMERSET HILLS, UK



WWW.ESCAPEFESTIVAL.COM







<https://www.designandpaper.com/21-inspiring-festival-branding-concepts/>

--

If all elements have been completed here and discussed and agreed your tutor will sign off on your project.

The student should sign this to state that this is the agreed project and their intentions and major changes to this original agreement must be discussed with the tutor.

Student Signature:

Tutor Signature: