

Creative Brief - Project Proposal

First & Last Name:

Project Title:

Brainstorming

Brainstorming Objective

This brainstorming will allow you to create the foundation of your design. The more effort you put into brainstorming, the easier it will be to create a strong design.

Step 1: Project Description

You must...

Complete using complete sentences and correct grammar.

Project Description: Write a brief explanation of your proposed project.
Topic Selection: Write a description of the area of interest for your project, why you chose this area to focus on, your background in this area, or why this project will be meaningful to you.
End Product: Explain what the end product will be for your design.
Resources: What if anything will you need from Mr. Wiant or need him to purchase?

Step 2: Brainstorming

You are experts at knowing how you best brainstorm and what is most useful to you. Include inspiration pieces, mood boards, flow charts, or sketches below.

Personal Project Objective

Objective Purpose

You will write your personal project objective to guide you during the project. This will help ensure you push yourself as a designer to grow your creativity and skills.

Remember your objective should be:

1. *Something that is not a short-term goal.*
2. *Start with My objective is to... and then I know I have it when...*

Good Exemplar (B Grade):

My objective is to create a vector character that will push me to learn new skills and tools.

I know I have it when my vector characters look more unique compared to my vector monsters and I have used two new skills or tools accurately.

High-Quality Exemplar (A Grade):

My objective is to create a vector character that will push me to learn new skills and tools.

I know I have it when my vector characters look more unique compared to my vector monsters and I have used two new tools accurately, which will be at least the curvature tool and a tool to blend colors well. I am unsure what tool to use for that though.

Write Your Objective Below

My objective is to

I know I have it when

Project Rubric

Exemplar Self-Evaluation

Competency	Unsatisfactory 4-0 (F)	Partially Proficient 5 (C)	Proficient 10 (B)	Advanced 15 (A)	Competency Mastery
	A lack of the use of the design cycle was shown.	Some stages of the design cycle were used	Most stages of the design cycle were used	All stages of the design cycle were used very	

Design Cycle (i.e. brainstorming, feedback, critique, ,revise)		somewhat successfully or a professional quality was not shown.	successfully by using a high level of planning, time, reflection and creation that leads to distinctive results.	successfully by using a high level of planning, time, reflection and creation that leads to distinctive results.	/15
Comments					
Competency	Unsatisfactory 5-0 (F)	Partially Proficient 10 (C)	Proficient 15 (B)	Advanced 20 (A)	Competency Mastery
Skills/Tool (i.e. appropriate tools used, new tools discovered, use of sketch and references to create)	Design doesn't demonstrate appropriate use of skills/tools.	A basic understanding of skills/tools were used.	Appropriate skills/tools were successfully applied with room for growth.	Appropriate skills/tools were very successfully applied in combination to expand designer's knowledge.	/20
Grading Questions			Self-Evaluation		Grade
<div>- What new or old tools did you use to successfully create your design?</div> <div>- How well did you look for and apply new skills to this design?</div> <div>- How well did you explore new skills?</div>					A, B, C, F
Comments					

Competency	Unsatisfactory 27-0 (F)	Partially Proficient 39 (C)	Proficient 44 (B)	Advanced 50 (A)	Competency Mastery
Invention <i>(i.e. attention to detail, originality, use of time, design principles, exploration of your creativity)</i>	Design lacks attention to details and creativity.	Design demonstrate s a basic level of attention to detail and creativity.	Design demonstrate s successful attention to detail and creativity with room for growth.	Design demonstrates a very successful use of attention to details and creativity through exploration and risk-taking to identify and solve graphic design problems.	/50
Grading Questions			Self-Evaluation		Grade
<div>- How well did you revise your work throughout the design cycle?</div> <div>- How well did you use <u>all</u> of class time wisely?</div> <div>- How well did you explore your creativity and use high attention to details?</div> <div>- Did you go outside of your comfort zone during this project?</div>					A, B, C, F
Comments					
Professionalism Traits <div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div><div>•</div><div>Time Management</div><div>- 10pts lost for work turned in late.</div></div><div><div>•</div><div>File Management</div><div>- 5pts will be deducted for missing files or files not setup correctly.</div></div><div><div>•</div><div>Self-evaluation</div><div>- 5pt will be deducted for not completing this at a professional level.</div></div></div></div></div>					15/15

<ul style="list-style-type: none">• Tardies - 5pts will be deducted for being tardy more than once during a project.		
	Final Grade	