

# DESIGN

•Mrs. Bjork

•Room 114 & 113

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## Assignment Description: Self Promotional Piece

Create a design piece that promotes your own abilities and talents in a career in the field of Design. Research careers and make an informed decision based on your skills and talents.

### Specifics:

- 8-10 thumbnails planning your poster design using your own illustration, no clipart
- Design must be the size it needs to be for your self promo idea
- Must include your contact information for the client to reach you. This should be done in a clever, creative way, not just a business card, and should be integrated into the design
- Artwork must be able to be mailed in the US Postal service
- Must illustrate something that is unique to your career field and showcase your talents in that field and for that career
- Must be creative, innovative and unique
- 3 Cs concept, craftsmanship and composition
- Design should be clear and readable and easy to understand
- Research what careers and choose one that suits your talents and skills
- Written proposal blog post about your design and why it works for this project explain the elements and principles of design that you used and how it will grab the attention of the clients you might send it out to.
- Save a copy of your design to the Share folder including a jpg or ai and pdf of the file
- Prints and final presentation are fully finished. If appropriate to piece they have been mounted or finished off in some other way.
- Final Designs are due Tuesday May 20th**

### Sketchbook Requirements:

Go to the class wiki and research careers in design using the links posted there. <http://phsdesign.wikispaces.com/CAREERS+IN+DESIGN> After you have completed the research go to the following link and create your own page to post your findings. Use this link for posting: <http://phsdesign.wikispaces.com/Career+Research+2014>

1. Post 3 images that illustrate the type of work done in this career field and explain how each illustrates the career.
2. Explain the career or careers you are considering for this project. What does a person do for this job?
3. What kind of skills or talents are required for this career?
4. What schooling is required? Where do they have this sort of program? 2 year, 4 year, tech school, liberal arts college, specialized art school?
5. What kind of salary can you expect in this field? Starting? Mid-Career?
6. How do you get started? Do you have to have a portfolio or internship or both or???
7. What will a typical day be like in this field?
8. What do you plan to do for your self-promotional piece?
9. Explain how your idea illustrates this career
10. List resources you used for research during this part of the project. Make sure they are active links. Google and other search engines are not resources.

**Research Work is due at the end of class on Tuesday May 6th**