Real World Communication Studio

Provide professional services for a client. You will research, design, problem-solving, teamwork, visual editing, and assessment abilities as well as utilizing a range of software and digital photography skills.

1. Students will individually pick one of the following:
2. A need that they would like to find a solution for (ie waking up teenagers in the morning). Note the solution to this problem may result in developing a prototype (it doesn’t have to work- just to be used in a commercial or for photography purposes) or to provide a unique service.
3. Select a local institution/organization or a school department function or a campaign that needs to be communicated (ie the literacy group wants to promote ‘literacy is cool’)
4. They will brainstorm ideas (individually) , group some of these ideas, evaluate these ideas and present the problem and some solutions to the class on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is your proposal and will be evaluated.
5. Based on what is presented students will pick a project that they think is interesting until we have groups of 4-5 people.
6. Group work to further identify the client’s need and target audience.
7. As a group you will further research (interview client if there is one) and brainstorm ideas (these will be handed in), evaluate, redevelop and refine you ideas.
8. As a group, decide which ideas (or combinations of ideas) you wish to move forward with. Hand in this preliminary work.
9. You will be required to create:
   * + Using Photoshop and Indesign ( I will be giving you a quick lesson on InDesign):
       - * a logo ( I will give a presentation on logo design)
         * a poster or/a trifold brochure (depending on the needs of the client. Note that final presentation requires the use of some original photography.
     + Using Dreamweaver and Flash
       - * A webpage will be developed to showcase your product, campaign or service. Utilize a bit of flash on this site (not overpowering)
     + Using Premiere
       - * Film a commercial or promotion for your product, event, or service.
10. Divide and conquer various tasks . Remember to get each other’s phone numbers so you can keep in contact. If you would Iike I can give each of you a wiki page to help in the coordination.
11. Your final work will be presented to the class and possibly your client.

Grading

**Individuals** will be graded on their degree of completion of all stages of the design process. Each student is to submit their web maps, brainstorming sheets, rough sketches, notes and evaluations of group work as part of their final project. Each student will also be expected to be able to communicate the ideas behind each piece, how they meet the client need and target audience and how the group evaluated each idea to arrive at its decision for the final designs.

You will be marked as a group as well as your individual contributions to the project.

**Assessment Tool**

**Group Self-Assessment checklist (to be completed by each group member):**

Answer yes or no to the following for each member in your group:

**Work Habits**

* Attended class
* Participated in discussions with my group
* Listened to group members and was open to the ideas and opinions of others
* Shared the work load fully
* Worked collaboratively with the group to meet goals
* Contributed ideas
* Consulted with teachers and peers
* Followed the design process
* Worked to agreed group deadlines
* Helped others develop their skills
* All requirements of project were completed on time