
Product *D*esign

OBJECTIVE: Research and create a new design for a product, following the complete design process.

RESEARCH

Identify brand that you will research: _____

Research the brand identity and Philosophy. Consider:

- Philosophy
 - Aesthetic & Style
 - Classical Style / Historical Period / Modern / Post-Modern
 - Function vs. Form
 - Durability
- Demographic
 - **R**ace _____
 - **A**ge _____
 - **G**ender _____
 - **E**conomic/**E**ducational background _____
 - **S**ocial-cultural identity _____
- Material & Technology
 - Hardware:
 - Fabric:
 - Plastic:
 - Wood or Veneer:
 - Metal: Aluminum, stainless steel, copper, etc.
 - Technology & use

Based on your research, Identify and explain a design problem that you want to solve based

on the brand's philosophy and your own **design concept**: _____

IDEATION

Draw at least four sketches of full-page ads.

1. Does your page organization (layout) help communicate your **R.A.G.E.** and **concept**?
 - a. **Text** (wording)
 - b. **Caption** placement
 - c. **Logo** placement
 - d. **Slogan** placement
 - e. **Image** placement
2. Does your composition (Design Principles) help communicate your **R.A.G.E.** and **concept**?
 - a. Balance
 - b. Symmetry
 - c. Movement
 - d. Emphasis
 - e. others . . .

DESIGN DEVELOPMENT

1. Choose your best idea and create an **image board**:
 - An organized collage depicting a variety of image of your **R.A.G.E.** and a smaller sketch or sketches of your chosen idea.
2. Develop your chosen idea in three different ways, keeping the layout but modifying:
 - Images
 - Color
 - Type (font)
 - a. These three drawings should be professionally done with attention given to detail.
 - b. Clean drawing, coloring and design will sell a designer's idea better.
 - c. Format: 8x10.5 or 9x12

FINAL DESIGN

Choose one developed design and re-create it in Photoshop.

1. Keep all of the requirements listed on page 1.
2. Do NOT change your design.
3. Make your document 300 ppi, RGB.
4. Refer to your Photoshop handout for clean Photoshop skills.