

DESIGN 11 CHECKLIST

READ CAREFULLY AND ASK ME ANY QUESTIONS IF THIS IS NOT CLEAR. ALSO, REMEMBER TO REVIEW YOUR ENTIRE ASSIGNMENT AND COURSE OUTLINE TO BE SURE NOT TO OMIT ANY ITEM!

Questionnaire	(01/22/01)
Ad or Logo	(01/23/01)
Design brief	(01/23/01)
Group journal	(01/23/01)
Individual journal	(01/23/01)
Reflections	(01/25/01)
20 hrs of sketches	(01/25/01)

Due January 22 by the end of class

- **Questionnaire (20% value):** a series of questions for you to gain quality feedback on your design's success. You want to learn if your design is successful, clear, relevant, meaningful and can be improved in form or content. For example, you may be concerned about the clarity of your message; if you used the best colors possible; if your arrangement is engaging; if your message has credibility; or how any of these aspects could be done better. Ask questions that are relevant to your project.
- This questionnaire must be clear and EDITED and on one letter sized sheet of paper. Please also include a title for your design and your names.

THE MMLAB WILL BE OPEN FOR YOUR USE ALL DAY TODAY.

Due January 23 (cycle B) or 24th (cycle G)

TODAY, YOU WILL PRESENT:

- **Your ad or logo (40% value)** presented in a clear context. For example, it may be pasted inside of a magazine where it would be appropriately seen.
- A well organized **design brief (10% value)** and a collection of your sketches, notes and brainstorm (GROUP JOURNAL 10% value). I NEED TO SEE YOUR RESEARCH AND DESIGN PROCESS.
- **Individual journals (10% value).**
- In the event of another snow day, you will present on January 25th.

Due January 25th: all term work must come in today for assessment. Anything not handed in today will be counted as not done (e.g., x = 0%).

- **Individually written reflections (10% value)** covering your design process, the efforts of your teammates, and a response to the information you gained in your questionnaires.
- Your SKETCHBOOKS with 20 drawings and written reflections for each (**worth 20% of your term work**).
- **In the event of another snow day**, your reflections and sketchbooks must come into me on the first exam day (January 26th). Remember, the sketchbook is an accumulation of term work thus *no extensions* can be given.

If you are sick, be sure to contact your partner. Also, this term ends at the end of January thus no extensions will be granted for any of the above items or dates.