

ENTRANCE REQUIREMENT PROJECT | GRAPHIC DESIGN / DIGITAL MEDIA

Imagine you are a Graphic or Digital Media Designer who has been hired to create a marketing program for a major company.

Graphic Design / Digital Media exercise

PART ONE

Describe a real or imaginary store (including type of merchandise, specialty or department store, etc.) and the typical customer who would shop there.

In describing the customer, include the following:

- > Age range
- > Sex
- > Environment (Urban, Suburban, Country, etc.)
- > Income range
- > Lifestyle (Job, Leisure Activities, Family Lives, etc.)
- > Values and Viewpoints
- > Marital Status
- > Education

PART TWO

Create a slogan for the store. The slogan can suggest an attitude [ex. "JUST DO IT"], describe the products [ex. "DIAMONDS ARE FOREVER"], or be a call to action [ex. "DRIVERS WANTED"].

THE STORE'S SLOGAN SHOULD BE NO MORE THAN 10 WORDS.

PART THREE

Using any combination of computer graphics, colored pencils, watercolors, or felt tip markers, create the following:

- > A COVER FOR THE STORE'S NEW CATALOG
- > A MAGAZINE AD
- > A DESIGN TO BE PRINTED ON THE STORE'S SHOPPING BAGS

IMPORTANT NOTES

The description of the store's customer will determine what the store's graphics will look like. Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All work submitted to FIDM becomes the property of the college and will not be returned.