

Design for the Magician: Process Journal

Due Thursday, Dec 10: Final Journal

First digital rough due Tuesday, Dec 1

Throughout this term you have been working on a series of individual projects linked to one large design problem. You have produce hand rendered as well as digital “process” components. It is time to put it all together and design a specific journal to contain every aspect of your process and exploration up to the final critique for each project.

Everything you developed must be included in this journal - including random thumbnail sketches, material samples, receipts, napkin doodles, found designs that relate to your project, mock-ups, type selections and studies, measurements, and select print outs.

The journal must be bound and organized in a profound manner (you figure it out). Journals that are handed-in in generic three-ring binders will not be accepted. I expect you to design this piece as a book form. Use this opportunity to use you new found structuring skills to create a meaningful addition to your portfolio. You must consider this a component of your portfolio that accompanies the actual project.

Journal Components

The following are elements to be included in your journal:

Background Researched on the Magician

1. include any mind mapping and research development

Identity Design Brief

2. create a final design brief in order to update any changes that have occurred within final identity

Identity

3. sketches of identity solution and exploration of color and type (identified)
4. digital renderings of secondary and then final solution
5. any process you have on the Identity System and the final solutions
6. statement of intent which explains rationale for logotype design (what it means and how it contributes to your theme idea), color and type choices.

Poster Design

7. show best sketch work and digital progress that depicts concept development from start to finish
8. final poster
9. include a statement of intent for the poster solution

Card Deck

9. select hand generated sketches
11. select computer generated sketches which show important project progression
12. final solution: show different hierarchies and groupings
13. card packaging
14. include a statement of intent

Other

15. anatomy of the project: page flow and overall layout for narrative unbound
16. any project class notes or writing associated with this project only

Gather the elements above and create a specific structure for this content. The purpose of this journal is to serve as a genuine contribution to your project — a succinct representation of the process you went through in the completion of your design scenarios. No three-ring binders will be accepted. You must design this work and create a book form that addresses the above concerns.