S T U D E N T   P R O J E C T   G U I D E

We will take everything we have learned in this class and apply that knowledge by creating an entire branding package for you or your company which will include a logo mark, branding package and several marketing items. You can also create this branding package for a fictitious company, similar to the logo design and branding example I did earlier in the class.

Project 1: Create a Logo for Yourself or Your Company using Adobe Illustrator

Make the logo unique and refreshing, but also make sure it is practical and has several different variations for different platforms, like digital and print.

Project 2: Create a Branding Guidelines Manual Using Adobe Illustrator

Take your logo and create a branding guidelines manual and include your color palette, different logo variations, presentations, and other brand assets you can use, to extend your brand theme to other marketing materials.

Project 3: Create a Digital Ad using Adobe Photoshop.

Once you create your logo and brand guidelines it is now time to apply it to a real world project. Create a digital ad for any social media platform for your business. Include the visual image as well as the copy that will be used under the image. Make sure the visual portion of your ad design fits well with your copy and call to actions. Remember to be authentic, real and relational with your ads.

Project 4: Create an 8.5x11 flyer Advertisement listing your Products/Services in the Software of Your Choice

Next, I want you to tackle a print project. Design a 8.5x11 inch flyer (or any size you would like that is for print) and create a cohesive well designed branded campaign. Find a nice balance with your headline and photo, although a photo may not be necessary for your flyer. Advertise your services, product or event with a clear call to action.

Project 5: Create a Multiple Page PDF Document Using InDesign

I want you to create a multiple page PDF document that advertises your company and services or products. Use InDesigns amazing text wrap feature at least once in your document. I also encourage you to utilize master pages to quickly design the footer of each page of your document.

Project 6: Crop and Fine-Tune Your Head shot in Adobe Photoshop

Every designer or small business owner needs a great head shot. Take a head shot, or a preexisting head shot and use your Photoshop skills to edit and crop your photo.

*The most important thing when building a design portfolio is to **have fun** with your personal projects. Feel free to **experiment** and show your own **unique style** to increase your chances of landing that next gig.*

*I had a **lot of fun** teaching this graphic design course, and I hope you can take these skills and apply them to **real world projects, jobs and land great opportunities!***

GRAPHIC DESIGN
MASTERCLASS