ART 285 | Project Sheet

ASSIGNMENT

You will be developing and designing your own self-initiated semester-long project. This is an opportunity to create a portfolio piece that exercises your interest in the field of design.
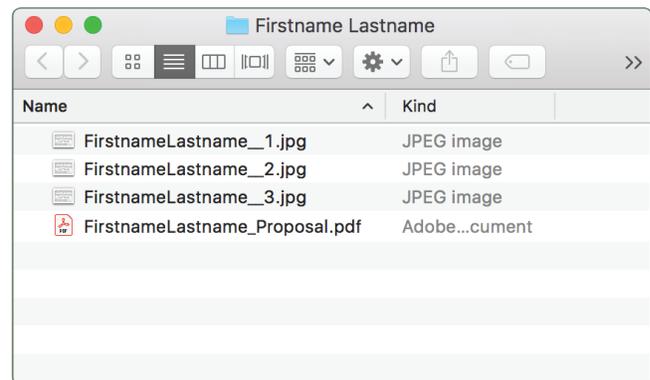
OBJECTIVES

- Through the creation of large scale new media art project, apply advanced concepts and principles of graphic design and interface design technologies.

- Develop conceptual project ideas, plan a full production schedule, and execute all iterative steps and phases of the full design process by meeting project milestones and deadlines.

- Apply theoretical and historically relevant principles of design and interface design in the creation of new media art.

- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.

- Communicate effectively, both visually and verbally, by presenting work, defending design decisions and by participating as an active critic during group critiques.

- Synthesize the concepts, principles, skills, and techniques of interface design in the creation of a large-scale project that integrates conceptual thinking, technical execution, and aesthetic application.

FINAL DELIVERABLES

At the end of the semester, turn in the following:

- **One compressed(.zip) file uploaded to class DropBox containing the following:**
  - submit your work as stated in your proposal
  - pdf: Design Proposal

Use the following naming conventions:

Name	Kind
FirstnameLastname__1.jpg	JPEG image
FirstnameLastname__2.jpg	JPEG image
FirstnameLastname__3.jpg	JPEG image
FirstnameLastname_Proposal.pdf	Adobe...cument

Firstname Lastname

GRADING

The completed project is worth 80% of your final grade.

See the Project Rubrics for details.

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.

TIMING

16 weeks will be dedicated to the completion of this project.

See the class website for key dates.