

Proposal Sheet: ART 414

Proposal sheets must be completed and signed by both student and instructor before beginning your project. You are required to create a proposal sheet for each project. The first is due Sept 15. The other one(s) are due no later than Sept 24.

Name:

Name of project:

Describe your project: (objective statement).

List ALL elements that you will be responsible for.

Who is your target audience? What research will you need to conduct to determine this? How do you plan on reaching them?

What do you want to accomplish in this project? What role or deficit will this fill in your portfolio?

How will you gauge your success? Be specific. (Typography will show improvement from past semesters? You will improve your knowledge and implementation of CSS?)

What is the (real or hypothetical) budget concerns for this piece? For example: if you are creating a self-promotional piece for a (hypothetical) non-profit agency, what do you need to take into account when designing a print piece? What steps will you take to assure that you stay in budget? If working in web or multimedia, consider bandwidth and modes of delivery.

Dates:

1st group critique(first feedback on initial ideas): (date)_____

Progress critique date: (Cara and group) (date)_____

What is the due date for your project? (*You will be bound by this due date. Exceptions are allowable only with instructor's permission. Part of your job as a designer is to manage your time. Create a backwards time schedule: start with when it is due and work backwards- day by day charting what you need to have done by that date.)

_____ (student signature and date)

_____ (instructor signature and date)