

objective

Apply the knowledge, skills, and processes you have learned this quarter to industrial, interior, and visual communication design.

requirements

A very wealthy developer wants to build a casino, and your design group has been asked to bid for the job! The project will consist of 4 parts:

PRELIMINARY WORK -

Choose a name and theme for your casino. Your theme/branding is VERY important and should be carried through all aspects of the project (i.e. *typography, color scheme*) Think about all the amenities and services your casino will offer. Consider your target audiences and ways to reach the maximum amount of people in a wide array of demographics. As part of the "Observation" stage of the process, RESEARCH real casinos to understand existing conventions.

VISUAL COMMUNICATION DESIGN -

Design a brochure to advertise your casino. Highlight the unique features of your establishment in an attractive way.

(graphic design layout, composition)

INTERIOR DESIGN -

Layout the main floor of your casino. Think about traffic flow and amenities. How can you keep them happy so they stay (and spend money) as long as possible?

(visualization, drawing)

PRODUCT DESIGN -

Come up with a product related to your casino. It can be something that is used there (a barstool, slot machine, employee uniforms) or something sold there (a souvenir). Your product should be interesting and creative (don't just stick a logo on poker chips).

(technical drawing, color theory)

deliverables

You will present your designs to the class on Thursday, March 10. Your presentation MUST last between 15 and 20 minutes. Pitch your ideas enthusiastically! You want to get the job!

Your presentation must include:

- Your flyer/brochure
- A floorplan, AND a color sketch/depiction of at least one area of the casino
- 3 Orthographic views of your "product"
- A step-by-step overview of the work you did in each stage of the design process

Each group member must deliver an equal amount of information during the presentation. Presentation visual aids can be done in Powerpoint (please tell me so I can get a projector). If you don't wish to use Powerpoint for your presentation, please make sure that you have visual aids that the whole class can see clearly (poster-size, or make multiple copies to hand out).

After the oral presentation, your group will turn in hard copies of the items listed above. Your design process should be well-organized and documented, in some sort of cohesive packet. Groups will also turn in one work log, itemizing the time spent on the project.

Each group member will also each turn in a reflection, detailing their individual contribution to the project, and commenting on how the group worked as a whole.

grading criteria

Projects will be graded on the following:

- Creativity in your approach
- Effort displayed
- Successful application class knowledge and principles
- Correctly following the guidelines of the project
- Craftsmanship (quality of final pieces)
- Cohesion between the various parts of the project
- Informative and well-rehearsed presentation

work notes

This is a group assignment, and I expect every member of each group to contribute equally to the project. If you have any problems with group dynamics, please let me know promptly, so that I can address them in a timely fashion.

I will be giving you in-class work time on May 26 and May 31. Please be prepared and willing to work on these days. There is an open computer lab in Hopkins Hall that should be available for your use during these times as well. As long as you stay on-task and are making progress, I will continue to give you class time to work.

Please log all the time spent on the project, whether working together as a group or working individually.

Consider me your client. I will be happy to provide guidance in your decision-making and answer any questions that arise.

Group 1	Group 2	Group 3	Group 4
Dustin	Stephanie	Jordan	Dan M.
Rob	Christy	John	Ben
Dan H.	Jeremy	Chad	Ronnie
Julia	Matt	Sarah	Tiffaney

Group 1	Group 2	Group 3	Group 4
Matt	Jeremy	Julia	Rob
Dustin	Tiffaney	John	Chad
Stephanie	Jordan	Sarah	Ben
Ronnie	Dan M.	Dan H.	Christy

REMEMBER:

- ***Your first idea is not always your best.***

Be sure to go through plenty of UNRESTRICTED ideation before settling on an approach. You should have at least twice as many rejected ideas as accepted ones!

- ***PROCESS PROCESS PROCESS!***

Follow the steps that I have given you for the design process, and document each step as you go.

DON'T just run with an idea and make up process work later!