Visual Communication III

DV3000

## Design Campaign Project

## Course Schedule

**5%** (Topic Background Study and Research) - 5% of your grade will be actively participating on study and research.

**15%** (Topic Background Keyword Research) -5% of your grade will be actively participating in class, 10% will be the research.

**15%** (Abstraction Research) - 5% of your grade will be actively participating in class, 10% will be the research.

**10%** (Concept Building) - 5% of your grade will be actively participating in class, 5% will be the presentation & research.

**15%** (Concept development /Moodboard) - 5% of your grade will be actively participating in class, 10% will be the concept proposal & presentation.

**15%** (Indentity Design) - 5% of your grade will be actively participating in class, 10% will be project outcome.

**15%** (Collaterals Design) - 5% of your grade will be actively participating in class, 10% will be project outcome.

**10%** (Media/Advertisement Design) - 5% of your grade will be actively participating in class, 5% will be project outcome.

Final Outcome: Identity Design Collaterals\_Invitation/Direct Mail/Packaging Media Development

#### **WEEK 01**

#### Introduction to course

Design Campaign Project

Introduction to research & conceptualization process

Homework: Choose and Research on the topic

#### **WEEK 02**

**Research**\_background study and research on chosen topic

Submission

#### **WEEK 03**

### Research (Chinese Culture)

Develop Mindmap and Pick out 2 Keywords and do in-depth research into each of them. 1st Keyword Submission

#### **WEEK 04**

## Research (Chinese Culture)

Pick out 2-3 Keywords and do in-depth research into each of them.

2nd Keyword Submission

## **WEEK 05**

## Research\_ABSTRACTION

Research on given Keywords from Abstraction and do in-depth research into each of them.

### **WEEK 06**

## Research\_ABSTRACTION

Research on given Keywords from Abstraction and do in-depth research into each of them.

Submission

#### **WEEK 07**

## Concept Building/Concept Development

\*Write down your interpretation in the form of a short write-up / summary Submission

#### **WEEK 08**

#### Recess Week

Project Concept Proposal / Moodboard Submission

#### **WEEK 09**

#### In-Class Consultation

Design Development

#### **WEEK 10**

#### In-Class Consultation

(Indentity design Submission)

#### **WEEK 11**

#### In-Class Consultation

Design Development

(Collaterals Design - Invitation Submission)

### **WEEK 12**

#### In-Class Consultation

(Collaterals Design - Direct Mail Submission)

## **WEEK 13**

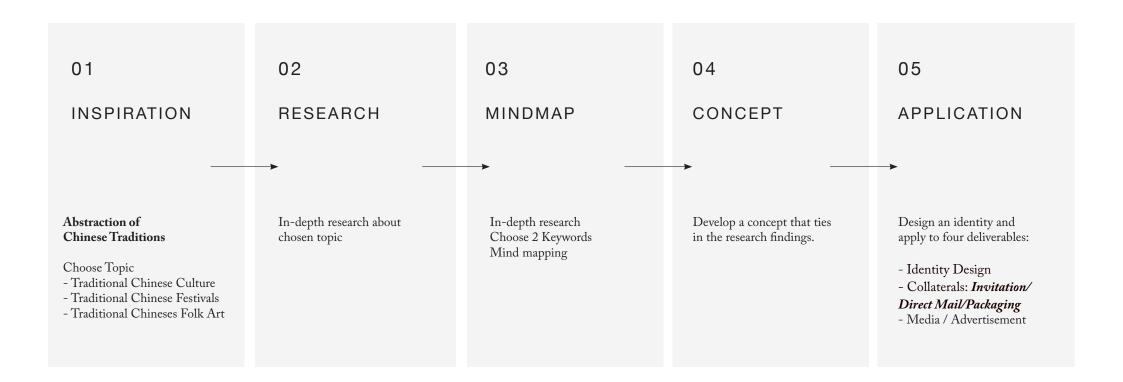
(Collaterals Design - Packaging Submission)

## **WEEK 14**

(submit Media / Advertisement design)

Crit of final deliverables

## Design Process



## Design Process

INSPIRATION Step 1: TRADITIONAL TRADITIONAL TRADITIONAL OR OR CHINESE CULTURE CHINESE FOLK ART CHINESE FESTIVAL Choose one topic RESEARCH Step 2: BACKGROUND RESEARCH ON CHOSEN TOPIC Do background study research on the topic MINDMAPS Step 3: DEVELOP MINDMAP and RESEARCH DEVELOP MINDMAP and RESEARCH FROM KEYWORDS DERIVED FROM FROM THE CHOSEN KEYWORD: Do two separate research and mindmaps **TOPIC BACKGROUND ABSTRACTION** CONCEPT Step 4: DEVELOP A CONCEPT FROM BOTH MINDMAPS Develop concept **APPLICATION** Step 5: DESIGN 01BRAND IDENTITY + 02INVITATION + 03DIRECT MAIL Apply Concept to deliverables + 04PACKAGING + 05MEDIA / ADVERTISEMENT DELIVERABLES

# Example

Design Process

## Inspiration

## Inspiration

Choose one topic that interests you

INSPIRATION

## Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

### Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### **APPLICATION**

## Step 5:

Apply Concept to deliverables

**Step 1:** Choose one topic

#### **EXAMPLE:**



#### TRADITIONAL CHINESE CULTURE

#### CHINESE ZODIAC ANIMALS

The Chinese zodiac, known as Sheng Xiao or Shu Xiang, features 12 animal signs in this order: Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog and Pig. Originated from ancient zoolatry and boasting a history of more than 2,000 years, it plays an essential role in Chinese culture. The 12 Chinese zodiac animals in a cycle are not only used to represent years in China, but also believed to influence people's personalities, career, compatibility, marriage, and fortune.





#### TRADITIONAL CHINESE FESTIVAL

#### MID-AUTUMN FESTIVAL (中秋節)

The Mid-Autumn Festival (中秋節) is a harvest festival celebrated notably by the Chinese people. It relates to Chuseok (in Korea) and Tsukimi (in Japan). It is also practiced in the Southeast Asian country Vietnam. The festival is held on the 15th day of the 8th month of the lunar calendar with a full moon at night, corresponding to mid September to early October of the Gregorian calendar.

Mooncakes, a rich pastry typically filled with sweet-bean or lotus-seed paste, are traditionally eaten during the festival.





#### TRADITIONAL CHINESE FOLK ART

#### Chinese kites (風箏)

China is the birthplace of the kite, and Weifang is one of the chief places where Chinese kites originated. Kite-flying became prevalent in Weifang in the Song dynasty (960–1279). By the Ming dynasty (1368–1644) kite-flying had become even more popular, and kite fairs on a rather large scale had appeared.



## Research

Research

In-depth research of chosen topic

INSPIRATION

Step 1:

Choose one topic

RESEARCH

## Step 2:

Do background study research on the topic

MINDMAPS

Step 3:

Do two separate mindmaps and research

CONCEPT

Step 4:

Develop concept

**APPLICATION** 

Step 5:

Apply Concept to deliverables

**Step 2:** Background Research on chosen topic

#### **EXAMPLE:**

#### CHINESE ZODIAC ANIMALS

The Chinese zodiac, known as Sheng Xiao or Shu Xiang, features 12 animal signs in this order: Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog and Pig. Originated from ancient zoolatry and boasting a history of more than 2,000 years, it plays an essential role in Chinese culture. The 12 Chinese zodiac animals in a cycle are not only used to represent years in China, but also believed to influence people's personalities, career, compatibility, marriage, and fortune.

#### **HISTORY**

The 12 animals are also linked to the traditional Chinese agricultural calendar, which runs alongside the better known Lunar calendar. Instead of months, this calendar is divided into 24 two week segments known as Solar Terms. Each animal is linked to two of these solar terms for a period similar to the Western month. Unlike the 60 year Lunar calendar, which can vary by as much as a month in relation to the Gregorian calendar, the agricultural calendar varies by only one day, beginning on the Gregorian calendar on 3 or 4 February every year. Again unlike the cycle of the lunar years, which begins with the Rat, the agricultural calendar begins with the Tiger as it is the first animal of spring.

As each sign is linked to a month of the solar year, it is thereby also linked to a season. Each of the elements is also linked to a season (see above), and the element that shares a season with a sign is known as that sign's fixed element. In other words, that element is believed to impart some of its characteristics to the sign concerned. The fixed element of each sign applies also to the year and hour signs, and not just the monthly sign. The fixed element is separate from the cycle of elements which interact with the signs in the 60-year cycle.

#### **FOLK STORY**

An ancient folk story called the "Great Race" tells that the Jade Emperor decreed that the years on the calendar would be named for each animal in the order they reached him. To get there, the animals would have to cross a river.

#### **TAOISM**

There are various dynamics in Chinese cosmology. In the cosmology pertaining to Yin and Yang, the material energy, which this universe has created itself out of, is also referred to as qi. It is believed that the organization of qi in this cosmology of Yin and Yang has formed many things. Included among these forms are humans. Many natural dualities (such as light and dark, fire and water, expanding and contracting) are thought of as physical manifestations of the duality symbolized by yin and yang. This duality lies at the origins of many branches of classical Chinese science and philosophy, as well as being a primary guideline of traditional Chinese medicine, and a central principle of different forms of Chinese martial arts and exercise, such as baguazhang, taijiquan (t'ai chi), and qigong (Chi Kung), as well as appearing in the pages of the I Ching.

#### TAOIST ASTROLOGY

Chinese astrology has a close relation with Chinese philosophy (theory of the three harmony: heaven, earth, and water), and uses the principles of yin and yang and concepts that are not found in Western astrology, such as the Wu Xing (five-phase), the 10 Celestial stems, the 12 Earthly Branches, the lunisolar calendar (moon calendar and sun calendar), and the time calculation after year, month, day, and shichen (時辰, double hour).

Chinese believe that Taoist astrology makes up the natural laws of the universe. These <u>elementary laws</u> influence personalities, career, compatibility, marriage and fortune.

Select a keyword to explore in Step 3 Mindmaps



#### DAYS

Monday: Goat Tuesday: Dragon, Pig Wednesday: Horse, Rooster Thursday: Rat Friday: Rabbit, Snake, Dog Saturday: Ox, Tiger Sunday: Monkey

#### **ELEMENTS**

Metal: Monkey, Rooster Wood: Tiger, Rabbit Water: Pig, Rat Fire: Snake, Horse Earth: Ox, Dragon, Goat, Dog

#### HOURS

Rat (Zishi): 23:00 to 00:59.
Ox (Choushi): 01:00 to 02:59.
Tiger (Yinshi): 03:00 to 04:59.
Rabbit (Maoshi): 05:00 to 06:59.
Dragon (Chenshi): 07:00 to 08:59.
Snake (Sishi): 09:00 to 10:59.
Horse (Wushi): 11:00 to 12:59.
Goat (Weishi): 13:00 to 14:59.
Monkey (Shenshi): 15:00 to 16:59.
Rooster (Youshi): 17:00 to 18:59.
Dog (Xushi): 19:00 to 20:59.
Pig (Haishi): 21:00 to 22:59.

## Mind-map

Select 2 Keywords Mind mapping

INSPIRATION

Step 1:

Choose one topic

#### RESEARCH

Step 2:

Do background study research on the topic

MINDMAPS

## Step 3:

Do two separate mindmaps and research

CONCEPT

Step 4:

Develop concept

**APPLICATION** 

Step 5:

Apply Concept to deliverables

Step 3: Mindmap based on the keywords selected in Step 2

#### **ELEMENTARY**

pertaining to or dealing with elements, rudiments, or first principles

pertaining to the four elements, earth, water, air, and fire, or to the great forces of nature; elemental.

#### BASIC

**ELEMENTS** 

**EXAMPLE:** 

Something that is missing pieces or parts, or something that is not yet. done.

#### FOUNDATIONAL

the basis or groundwork of anything: / the natural or prepared ground or base on which some structure rests.

#### NATURAL LAWS

a principle or body of laws considered as derived from nature, right reason, or religion and as ethically binding in human society.

## **BACKGROUND**

Chinese believe that Taoist astrology makes up the natural laws of the universe. These elementary laws influence personalities, career, compatibility, marriage and fortune.

#### **ELEMENTARY SCHOOL**

An elementary school, is the main point of delivery of primary education in the United States where children learn basic knowledge.

#### CHILD-LIKE ..... Select keywords to develop

(of an adult) having the good qualities, such as innocence, associated with a child

#### **PLAY**

to exercise or employ oneself in diversion, amusement, or recreation.

#### **IMAGINE**

the faculty of imagining, or of forming mental images or concepts of what is not actually present to the senses. / the faculty of producing ideal creations consistent with reality, as in literature, as distinct from the power of creating illustrative or decorative imagery.

#### WONDER

to think or speculate curiously / to be filled with admiration, amazement, or awe; marvel (often followed by at):

#### SIMPLE

in Step 4 concepts

to make less complex or complicated; make plainer or easier to understand or digest

Tip for drawing mindmaps: The objective of mindmaps is to

push yourself to think of concepts that are out of the box. When you are choosing keywords to explore, choose keywords that are easy to translate into a concept. If you can roughly "see" how it

will fit into the topic chosen, you're probably on the right track.

#### CONDENSE

to make more dense or compact; reduce the volume or extent of; concentrate.

# Mind-map Select 2 Keywords

Mind mapping

INSPIRATION

Step 1:

Choose one topic

#### RESEARCH

Step 2:

Do background study research on the topic

MINDMAPS

## Step 3:

Do two separate mindmaps and research

CONCEPT

Step 4:

Develop concept

APPLICATION

Step 5:

Apply Concept to deliverables

#### **EXAMPLE:**

#### SUMMARY FROM MINDMAP

#### **ELEMENTARY**

Elementary also refer to making something simple to understand, like in elementary school where children learn the basics of subjects like math, science and languages. When something is described to be elementary, it can be interpreted to be child-like or suitable for beginners.

**Step 3:** After you are done with each mindmap and keywords research. Summarize the conclusion from your mind maps to form a new understanding of the words "Elementary".

## Mind-map

Select 2 Keywords
Mind mapping

INSPIRATION

Step 1:

Choose one topic

#### RESEARCH

### Step 2:

Do background study research on the topic

MINDMAPS

## Step 3:

Do two separate mindmaps and research

CONCEPT

## Step 4:

Develop concept

**APPLICATION** 

### Step 5:

Apply Concept to deliverables

Step 3: Must Use Given Keyword

## ABSTRACTION

of or relating to the formal aspect of art, emphasizing lines, colors, generalized or geometrical forms, etc., especially with reference to their relationship to one another.

Step 3: Continue the mindmap and research with these 4 guiding words

#### SIMPLIFY

**EXAMPLE:** 

to make less complex or complicated; make plainer or easier

#### **EXTRACT**

to get, pull, or draw out, usually with special effort, skill, or force / deduce

#### DISTILL

to extract the essential elements of; refine; abstract:

#### **REMOVE**

to take away, withdraw, or eliminate / to take off or shed

#### **SUBTRACTION**

to withdraw or take away, as a part from a whole.

#### MINIMAL

barely adequate or the least possible / stripped off all unnecessary details

#### BASIC

of, relating to, or forming a base; fundamental:

#### **ESSENTIAL**

absolutely necessary; indispensable:

#### **GEOMETRIC**

of or relating to painting, sculpture, or ornamentation of predominantly geometric characteristics.

#### **DETACH**

to unfasten and separate; disengage; disunite.

#### DISCONNECT

to sever or interrupt the connection of or between; detach:

#### DIVIDE

an instance or point of unlikeness or dissimilarity:

#### **ESSENCE**

the basic, real, and invariable nature of a thing or its significant individual feature or features:

Tip for drawing mindmaps: The objective of mindmaps is to

push yourself to think of concepts that are out of the box. When you are choosing keywords to explore, choose keywords that are easy to translate into a concept. If you can roughly "see" how it will fit into the topic chosen, you're probably on the right track.

#### SOUL

the animating principle; the essential element or part of something.

#### CORE

the central, innermost, or most essential part of anything.

# Mind-map Select 2 Keywords

Mind mapping

INSPIRATION

Step 1:

Choose one topic

#### RESEARCH

Step 2:

Do background stduy research on the topic

MINDMAPS

Step 3:

Do two separate mindmaps and research

CONCEPT

Step 4:

Develop concept

APPLICATION

Step 5:

Apply Concept to deliverables

### **EXAMPLE:**

#### SUMMARY FROM MINDMAP

#### **ABSTRACTION**

Abstraction is the process of transforming the complex into the simple. Abstraction is sometimes reduced to geometric shapes. Through refining and removing excessive details or visual elements, the final product only holds the soul of the object. It is stripped of all embellishments and unnecessary information to hold the core of what it truly is.

**Step 3:** After you are done with each mindmap and keywords research. Summarize the conclusion from your mind maps to form a new understanding of the words "Abstraction".

## Concept

Develop a concept that ties in the research findings.

#### INSPIRATION

### Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

#### **EXAMPLE:**

#### **ELEMENTARY**

Elementary also refer to making something simple to understand, like in elementary school where children learn the basics of subjects like math, science and languages. When something is described to be elementary, it can be interpreted to be child-like or suitable for beginners.

#### **ABSTRACTION**

Abstraction is the process of transforming the complex into the simple. Abstraction is sometimes reduced to geometric shapes. Through refining and removing excessive details or visual elements, the final product only holds the soul of the object. It is stripped of all embellishments and unnecessary information to hold the core of what it truly is.

#### **CHINESE ZODIAC ANIMALS**

**Step 4:** Link your summaries with the Topic chosen to come up with a concept

#### **CONCEPT**

"EDUCATING ELEMENTARY LAWS THROUGH ELEMENTARY MEANS"

## Concept

## Concept

Develop a concept that ties in the research findings.

#### INSPIRATION

#### Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### **APPLICATION**

## Step 5:

Apply Concept to deliverables

#### **EXAMPLE:**

## "EDUCATING ELEMENTARY LAWS THROUGH ELEMENTARY MEANS"

The Chinese Zodiac Folk story has always been told to us as children. From a very young age, we have been exposed to the stories and fables that teach moral values and the Chinese Zodiac Animal story is no different.

It is more than just a story. Taoist Astrology regards it as one of the most fundemental laws of the universe. A person's zodiac can determine an auspicious or inauspicious hour, day, month or year. It can be used to determine the prospects of marriage and compatibility and even affect wealth. The Chinese zodiac is an elementary law that governs the universe as we know it.

**Step 4:** Concept developed from keywords research and understanding of Topic

To make it relevant in this day and age, the concept of educating elementary laws through elementary means makes the Chinese Zodiac relevant by redesigning the animals and creating them with simple modern geometric shapes. It's bright colors and interactive graphics makes it accessible to all, especially children as they interact with the story through play.

## Concept / Application - Deliverables

## Concept

Develop a concept that ties in the research findings.

#### INSPIRATION

### Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

### Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

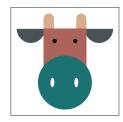
#### **EXAMPLE:**

**Step** 5: Develop a project and deliverables from your concept

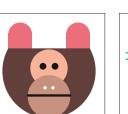
## Project\_The Story of Shapes / Exhibition

The Story of Shapes is an imaginative exploration of shapes and colors to form Chinese Zodiac animals and Chinese characters. Inspired by the simplicity and abstract shapes of the Bauhaus movement, this exhibition hopes to create a new appreciation for traditional Chinese Zodiac animals and Chinese characters by portraying them in a new and contemporary light and in so doing, making it accessible to everyone of all ages and cultures.

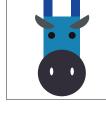


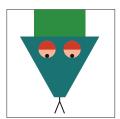




















### Character Design:

Designing each Chinese Zodiac Animal using basic shapes and bright colors so that it is simple and modern, easy to relate for any and all age groups, especially children.

## Concept / Application - Deliverables

## Concept

Develop a concept that ties in the research findings.

#### INSPIRATION

## Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

#### Children's Book























## Application

Apply concept onto deliverables

#### INSPIRATION

## Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

Stamping station: Where children get to create their own stampes







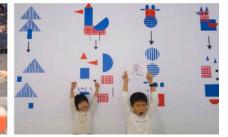












## **Application - Deliverables**

## Application

Apply concept onto deliverables

#### INSPIRATION

## Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

## Branding: Media Design



















## **Application - Deliverables**

## Application

Apply concept onto deliverables

#### INSPIRATION

## Step 1:

Choose one topic

#### RESEARCH

## Step 2:

Do background study research on the topic

#### MINDMAPS

## Step 3:

Do two separate mindmaps and research

#### CONCEPT

## Step 4:

Develop concept

#### APPLICATION

## Step 5:

Apply Concept to deliverables

### Motion Graphic Design







