

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% (**Identity 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

(Identity 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

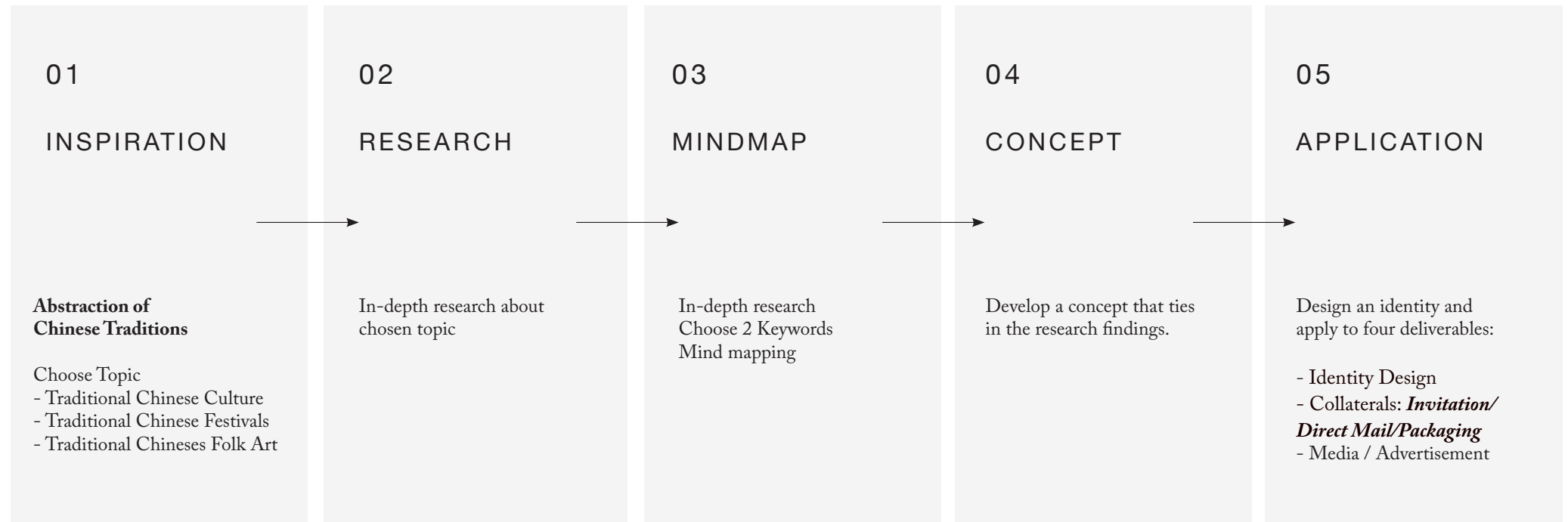
(Collaterals Design - Packaging [Submission](#))

WEEK 14

(submit Media / Advertisement design)

Crit of final deliverables

Design Process



Design Process

INSPIRATION

Step 1:
Choose one topic

Ⓐ TRADITIONAL
CHINESE CULTURE

OR

Ⓑ TRADITIONAL
CHINESE FESTIVAL

OR

Ⓒ TRADITIONAL
CHINESE FOLK ART

RESEARCH

Step 2:
Do background study
research on the topic

BACKGROUND RESEARCH ON CHOSEN TOPIC

MINDMAPS

Step 3:
Do two separate
research and mindmaps

① DEVELOP MINDMAP and RESEARCH
FROM KEYWORDS **DERIVED FROM**
TOPIC BACKGROUND

+

② DEVELOP MINDMAP and RESEARCH
FROM THE CHOSEN KEYWORD:
ABSTRACTION

CONCEPT

Step 4:
Develop concept

DEVELOP A CONCEPT FROM BOTH MINDMAPS

APPLICATION

Step 5:
Apply Concept to
deliverables

DESIGN ⁰¹BRAND IDENTITY + ⁰²INVITATION + ⁰³DIRECT MAIL
+ ⁰⁴PACKAGING + ⁰⁵MEDIA / ADVERTISEMENT DELIVERABLES

Example

Design Process

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

EXAMPLE:

Step 1: Choose one topic

A

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.



B

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.



C

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

EXAMPLE:

Step 2: Background
Research on chosen topic

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 (时辰, double hour).

Chinese believe that Taoist astrology makes up the natural laws of the universe. These elementary laws 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.

Mindmap

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

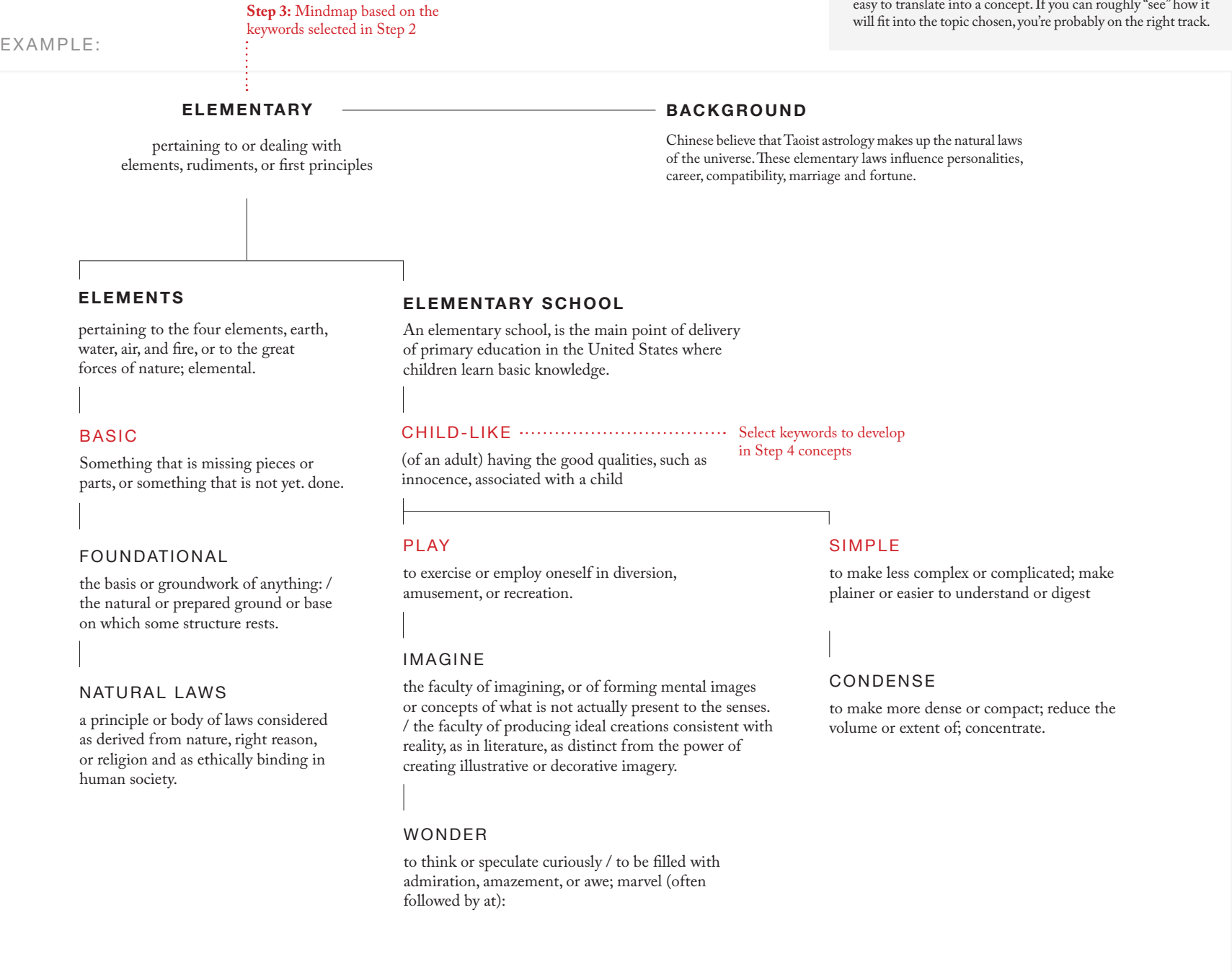
CONCEPT

Step 4:
Develop concept

APPLICATION

Step 5:
Apply Concept to
deliverables

EXAMPLE:



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.

Mindmap

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”.

Mindmap

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

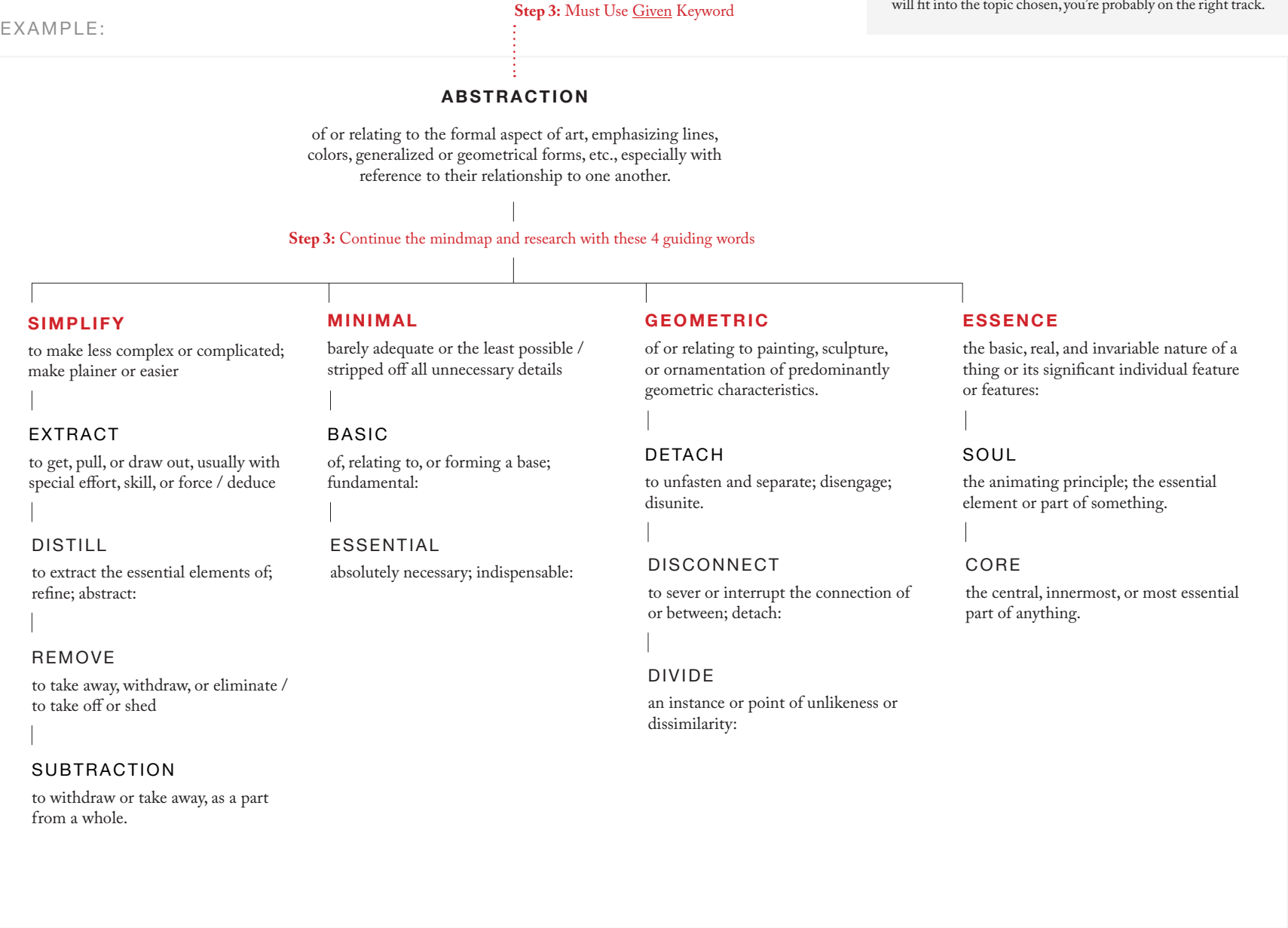
Step 4:
Develop concept

APPLICATION

Step 5:
Apply Concept to
deliverables

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.

EXAMPLE:



Mindmap

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

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".

Mindmap

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:

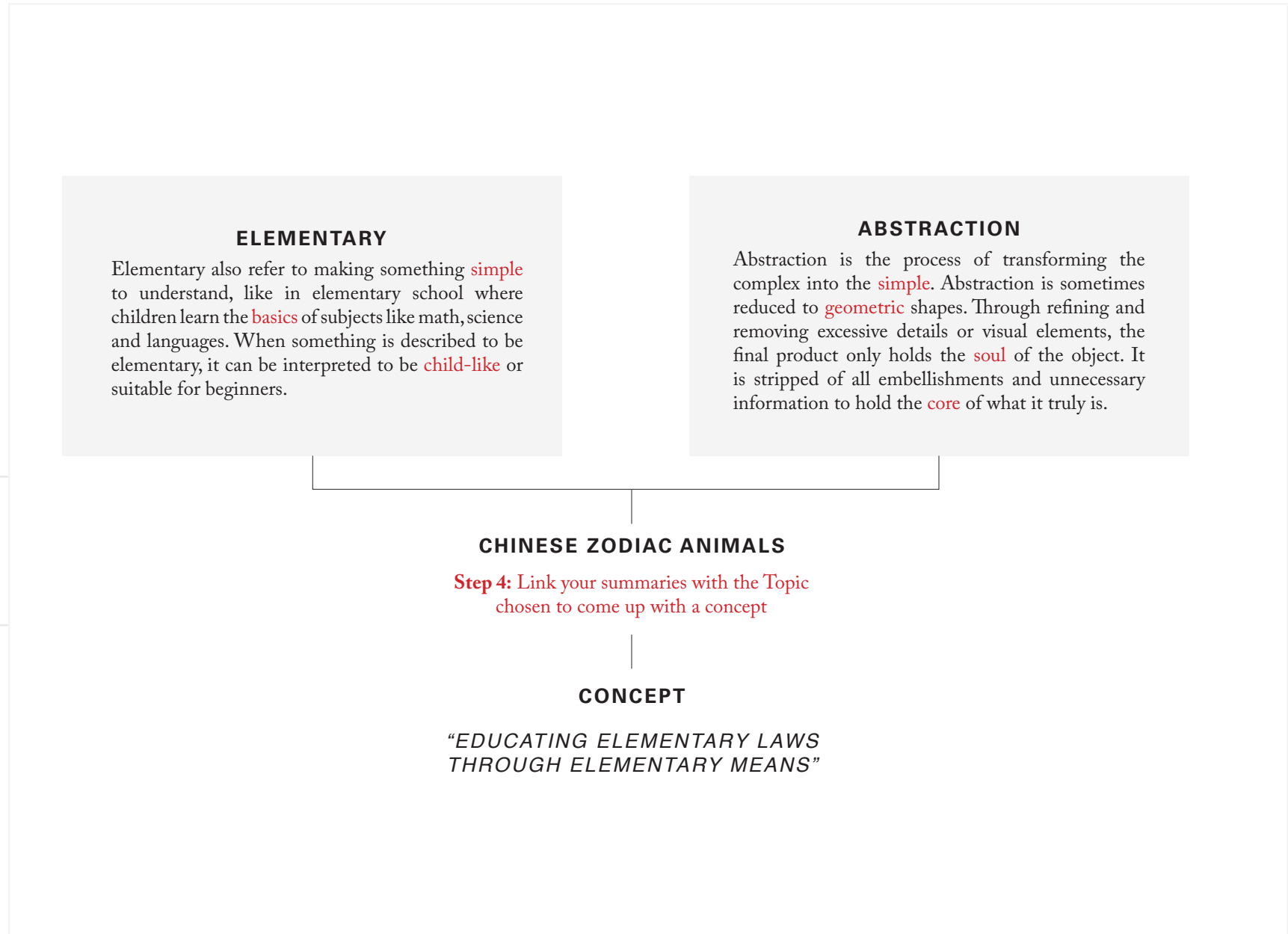
Develop concept

APPLICATION

Step 5:

Apply Concept to deliverables

EXAMPLE:



Concept

Concept

Develop a concept that ties in the research findings.

EXAMPLE:

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

“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 fundamental 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.

Children's Book

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

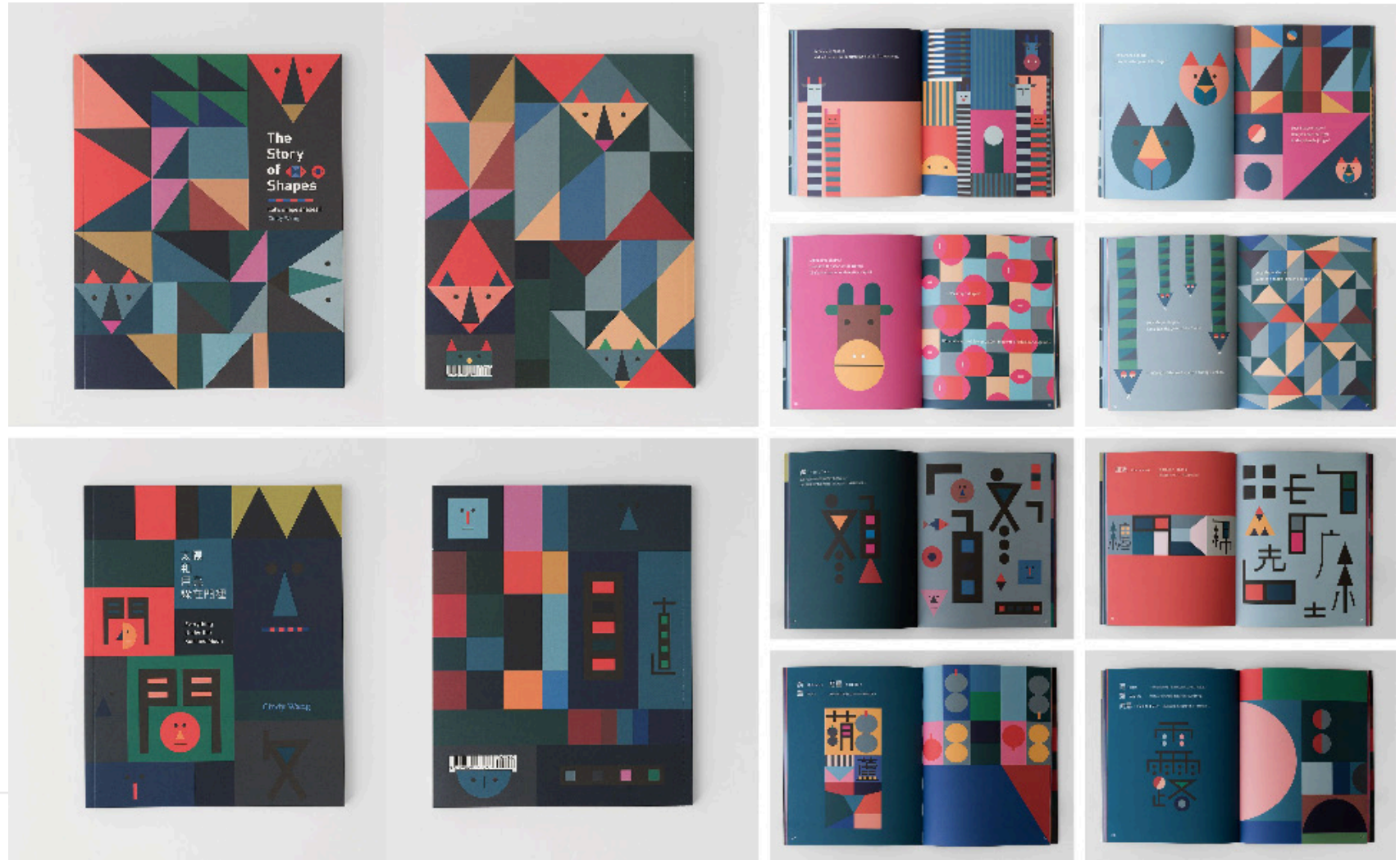
Step 4:

Develop concept

APPLICATION

Step 5:

Apply Concept to deliverables



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:

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CONCEPT

Step 4:

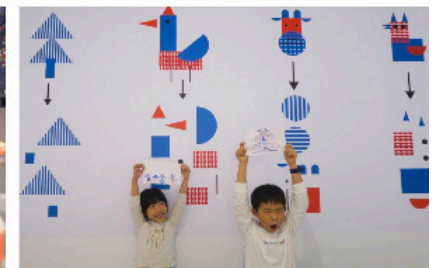
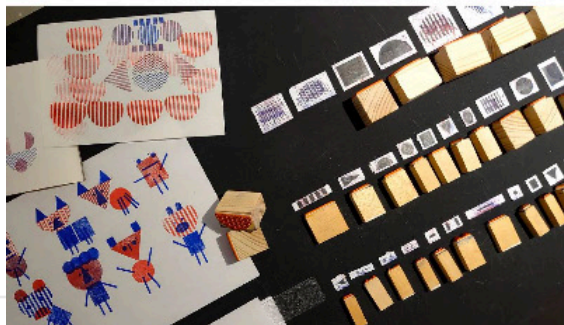
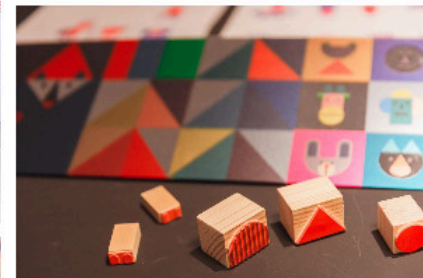
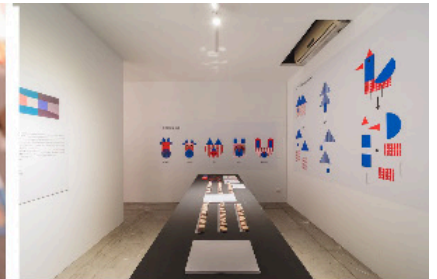
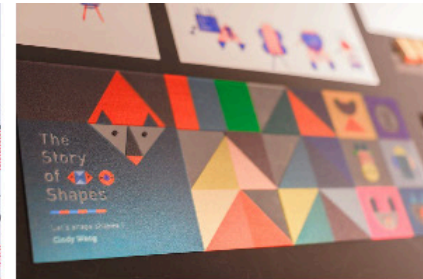
Develop concept

APPLICATION

Step 5:

Apply Concept to deliverables

Stamping station: Where children get to create their own stamps



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

