

Due Dates

Class 1  
Project Ideas

Class 2  
Proposal/Brief

Class 3  
Project  
Presentation

Class 9  
Proj 1 Process Book  
Written Critique

Class 10  
Proj 1 Designs

Class 11  
Project Ideas

Class 13  
Design Proposal

Class 19  
Proj 2 Process Book  
Written Critique

Class 20  
Proj 2 Designs

Project 1 and 2

For this project you will work independently with the Professor and self-manage a substantial project of your own choosing—this is not about creating a logo and a look and simply applying it to things. This first project is about communicating extensive information about a subject to a specific audience.

I want to see if you can handle lengthy levels of information about something. Research a social issue or cause and educate people about it. Or come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online system, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek.

Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience.

The final outcome of the project will be equivalent to 3-4 uniquely designed pieces. Should you decide to do something more extensive, that one component may count for 2 or even 3 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Elements may include a book, a series of books or large format brochures, posters, an ad campaign, a non-superficial magazine, environmental strategies, direct marketing, a website, an installation, exhibit/display, film, or motion media campaign—or any other appropriate artifact. A multi-page print component is required.

In the first two weeks, you will develop two unique and extensive potential solutions for your project and a project proposal for a pretend client. Since your proposal should be in a digital format, feel free to do a 14 day free trial at BetterProposals.com to create your proposal. Overall, your proposal should include:

- Cover Sheet/Landing Page
- Situational Overview — this could be an industry overview or information that gives context to the challenge
- Problem Statement — this should clearly lay out the challenge you’re facing. Be specific. Show that you clearly understand all the pertinent issues.
- Goals & Objectives — Again, be specific.
- Target Audience(s) — Demographics and Psychographics
- SWOT
- Competition
- Course of Action — specific Marketing Strategies & Tactics
- Creative Strategy — two distinct, innovative approaches
- Implementation or Production Schedule

Normally, a proposal would also include information on you and your qualifications, and cost estimates through delivery but those don’t need to be included here. You will include a Visual Brief on how each of your two ideas could play out. See examples online. You will present your proposal to the class on Class 4.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

Because of the socio-economic situation currently unfolding in Venezuela, the price of items rises on a daily basis. The poverty rates are at the country's highest and constantly raising. People tend to buy used items, whether it be clothing, shoes, electronics, among other things, regardless of their income or overall social status. The value of the country's currency constantly devalues, so people usually don't or cannot save money.

For this project I would make reselling store, that along with a non-profit would focus on selling cheap used or old items, and turn the profit towards those in need.

Create an experience that would draw people to donate and buy items from the store. People would either get a feel they're buying something new even if it is used, or they would look for the low price, while also feeling good for helping those in need.

The target audience would be anyone who could either benefit from buying at the store, to those who want to contribute by buying. From young adults coming up, to well settled adults or elderly.

Family

Local

Old

Uplifting

Rustic

Helping

- Brochure
- One-Page Website
- Motion Graphics promotion
- Store Image (Logo and Graphic Elements, Walls and Poster)
- Complete Packaging (Bags, Boxes for shoes, clothing, electronics, etc.)

Concept 1: Retro



Fonts

*Googie*

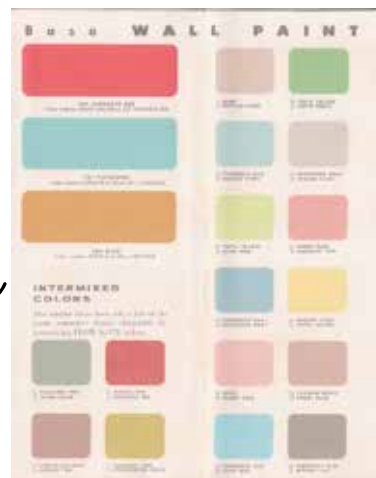
GOOGIE

*Googie*

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*Googie*

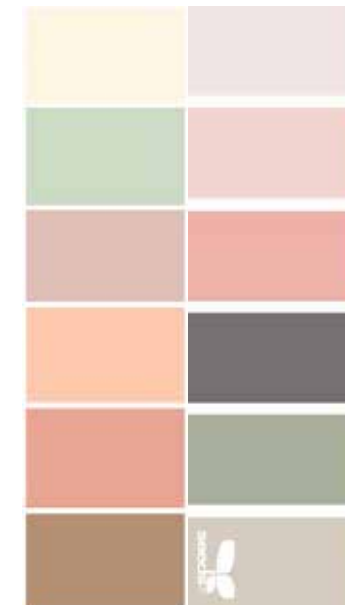
Color Palette



Concept 2: Homestyle



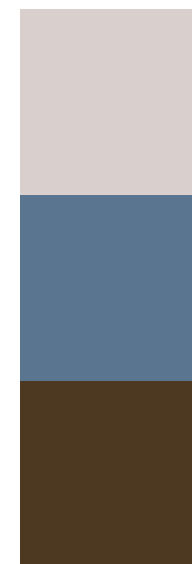
Color Palette



Concept 3: Minimalistic

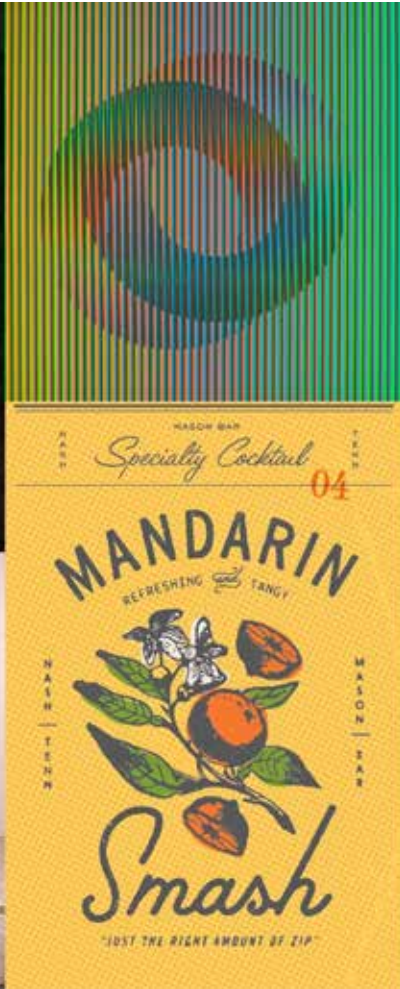
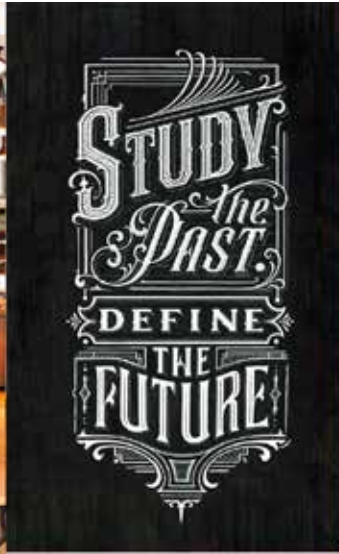


Color Palette





rolling greens



*Title*

Salveation Regular

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Aenean  
lobortis egestas odio.

*TitlE*

Colgneries Regular

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.  
AENEAN LOBORTIS EGESTAS ODIO.

Starling Book

Colgneries Regular

TITLE

Adorn Condensed Sans

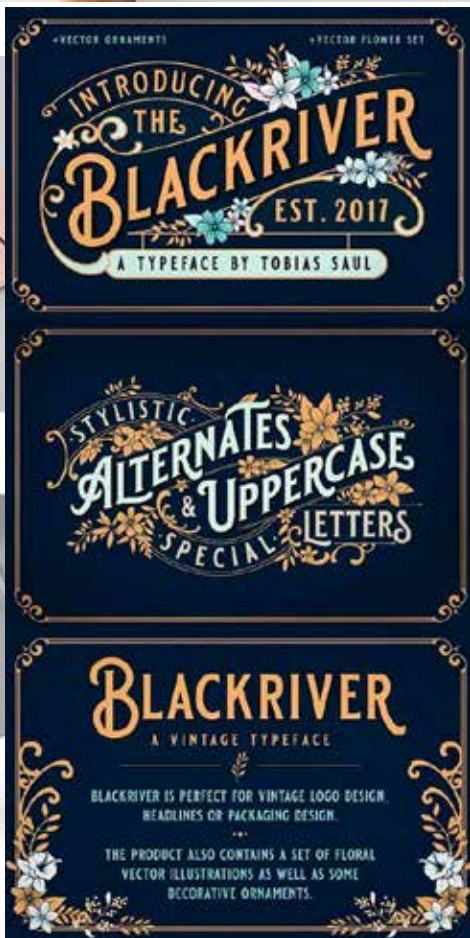
Made Canvas Regular

TITLE

Vintages Regular

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Aenean lobortis egestas odio.





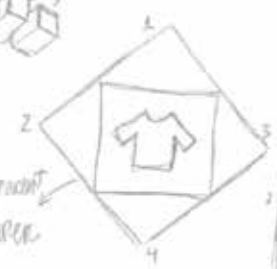


# El escaparate de Maggie

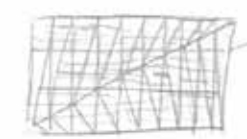
# Maggie's Outlet



Wood texture



Wood engraving looks



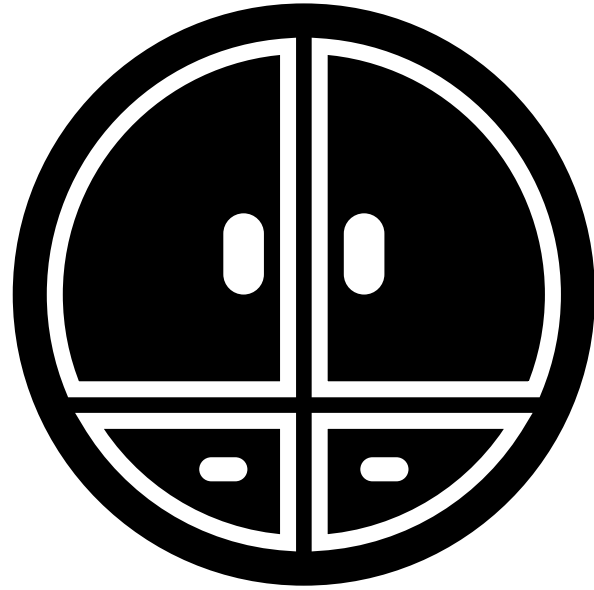
Cross-dice Or dot with wood lines on engraving texture

Juan Carlos De-Art  
Jesus Soto  
Alejandro Otero  
Mateo Manóvil





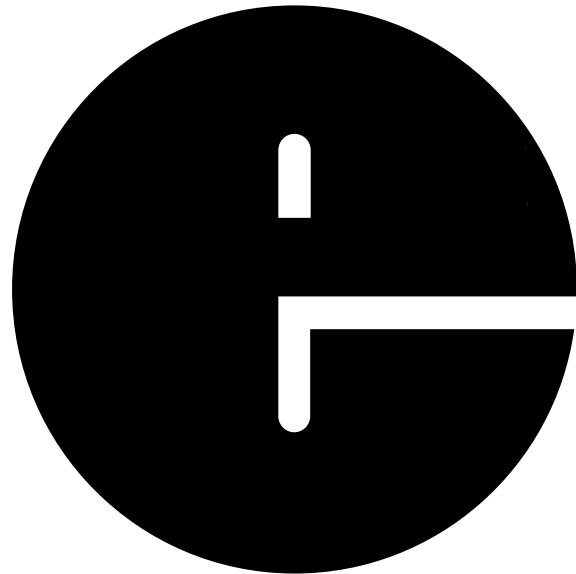


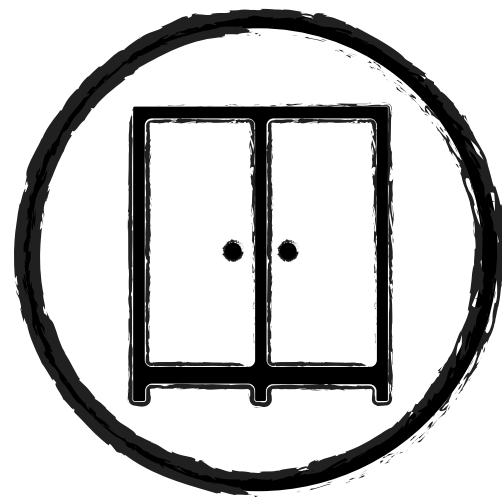


*El  
Escaparate  
de  
Maggie*



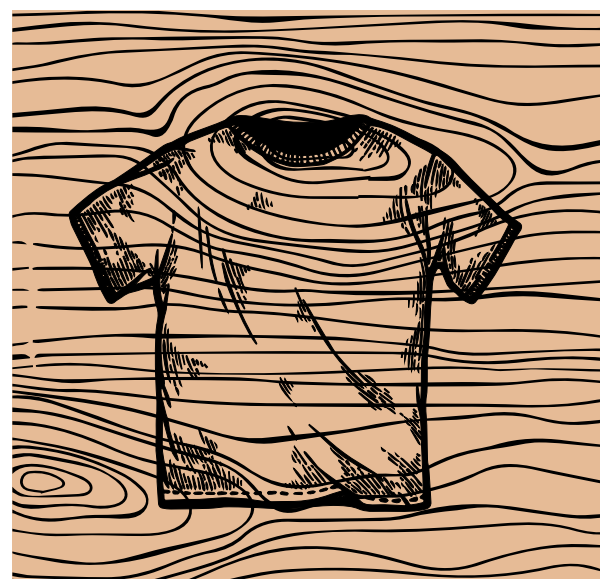
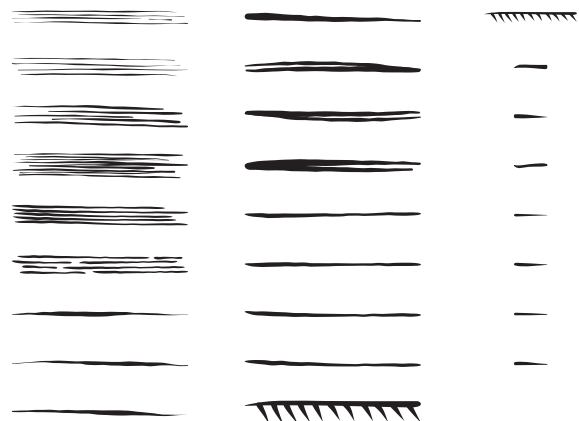
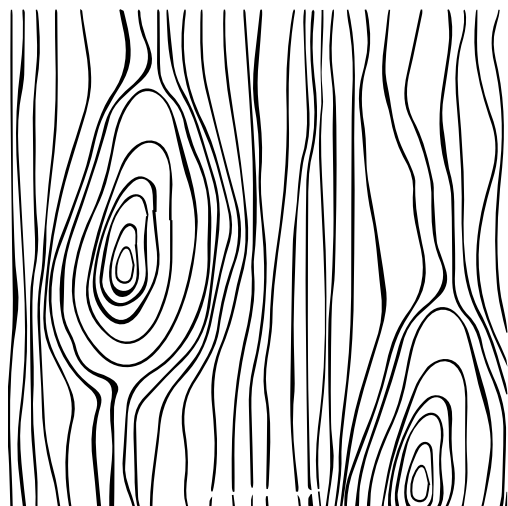
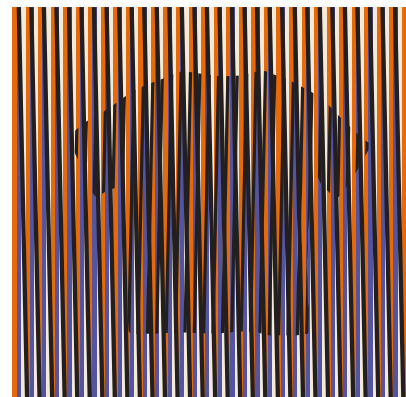
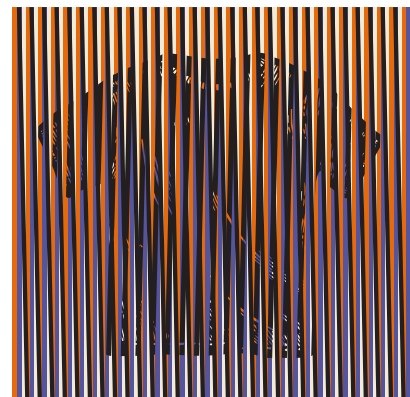
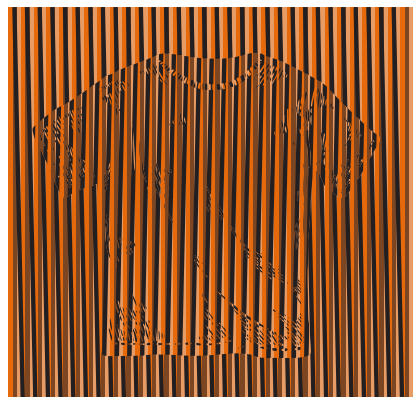
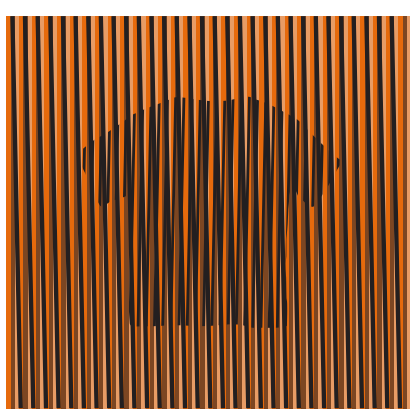
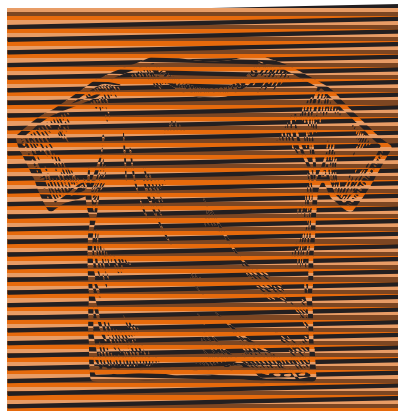
EL  
ESCAPARATE  
DE MAGGIE





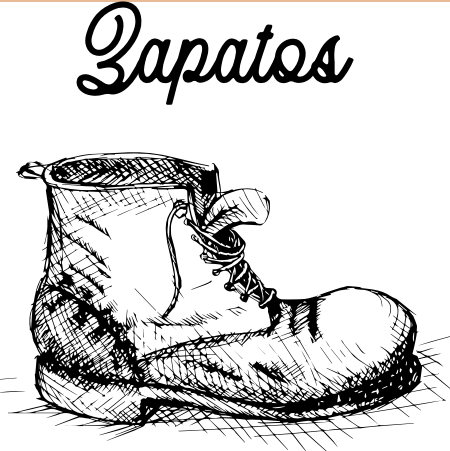
EL  
ESCAPARATE  
DE MAGGIE

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DE MAGGIE



LAPTOP





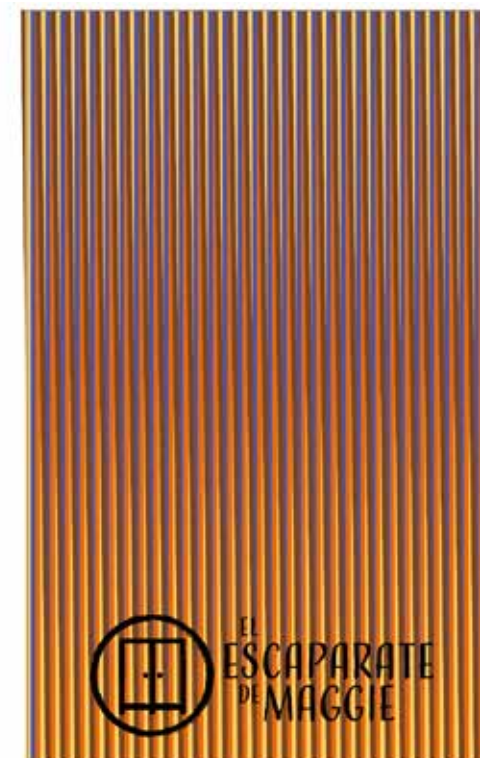
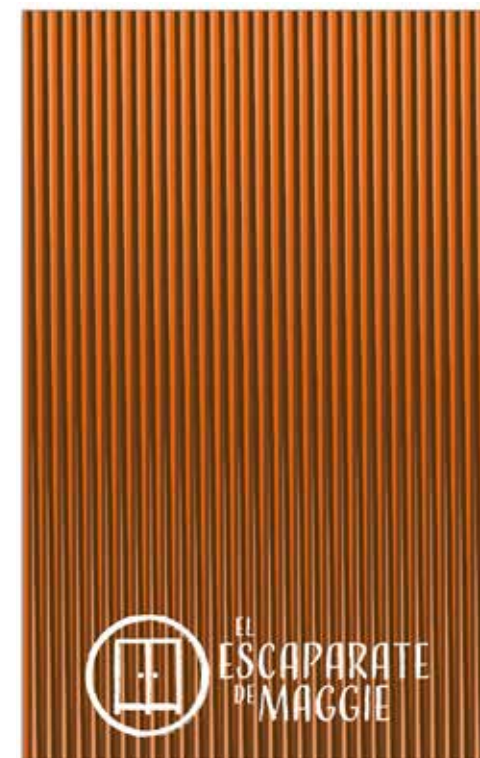


GRACIAS

Fundación  
Maggie Paul







 **EL ESCAPARATE DE MAGGIE**

**CONOCE NUESTRA TIENDA**

El Escaparate de Maggie, un lugar mágico en donde puedes ayudar a muchos ayudándote a ti. Ven y adquiere artículos de segunda mano a muy bajos precios, con lo recolectado nuestra Fundación Maggie Paul ayudará a los niños en estado de pobreza crítica y enfermos. También puedes colaborar donando artículos y ropa en buen estado para venderlos en nuestro Escaparate.

Visítanos en nuestra sede ubicada en la Urb. San José de Tarbes, Edificio Occidente, Piso 6 Oficina II.

Telefonos:  
+584123467172  
+584144326370

Síguenos a través de nuestras cuentas:  
@el\_escaparatemaggie  
@fundacionmaggiepaul

Abiertos de Lunes a Jueves 9 a.m. a 2:30 pm

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LA FUNDACION  
MAGGIE PAUL

TE INVITA A SU  
NUEVA TIENDA!



AQUI PODRAS  
DONAR LO QUE PUEDAS

O COMPRAR  
LO QUE NECESITES

Y ASI AYUDAR A  
LOS QUE MAS LO NECESITAN

ENCUENTRANOS EN  
URB. SAN JOSÉ DE JARBES,  
EDIFICIO OCCIDENTE, PISO 6 OFICINA 11

CONTACTANOS AL  
+584123467172  
+584144326370

Y SIGUENOS EN  
@ELESCAPARATEDEMAGGIE  
@FUNDACIONMAGGIPAUL



GRACIAS!

MAS INFORMACION EN [ELSCAPARATEDEMAGGIE.COM](http://ELSCAPARATEDEMAGGIE.COM)



Siempre una función en los tres  
de la zona, propiamente de carácter  
fiscal, entendiendo lo tal y el  
que se pone la comunidad con  
la que trabajaron en  
algunos en la creación  
nacio-económica del país, por  
lo cual en la Fundación Magro  
fueron algunos de los  
primeros para una gran  
zona que hacen el futuro del  
país y que actualmente  
mantienen cualquier tipo de  
zona para crear en condiciones  
internas y valiosas.

