



## DESIGN PROJECT 2: DESIGNING TO HELP OTHERS SPEAK

---

For this project, you will develop a design construct for an existing non-profit organization of your choosing. As with Design Project 1, your final presentation should reflect a substantial design output. In the case of this project, however, the medium, the tenor, and the specific subject matter should serve to benefit the organization for which you are designing.

**Note:** This project spans multiple units in the course. Refer to this unit's [assignments page](#) for a description of specific project tasks to be completed during this unit.

### Design Brief

Due at the end of Unit 4 in PDF format. The design brief should include the following components:

- introduction
- research methodology
- target audience
- geographic scope (regional, national, etc)
- a description of the strategy
- objectives that defined your design decisions.

Although word count is not an accurate factor in determining your brief's degree of thoroughness, 1,000 words is a reasonable estimate.

Please view these example design briefs for Project 2:

- [Example 1](#) (PDF, 1.2 MB)
- [Example 2](#) (PDF, 1.2 MB)

### Research Component

You should begin this part of the project as soon as possible. The non-profit organization you choose to produce work for should be notified in the first few weeks of the course, and by Unit 5 all but the most specific design issues should be determined. The objective is to create design work that the organization could actually use. A first meeting/conversation should take place within the first three weeks of class, and correspondence should continue as often as necessary. Investigating production, paper choice and printing costs should also be addressed. Please keep minutes of each meeting, and keep these minutes in your project binder for reference. It is extremely important to keep notes of each meeting. If you would like to record your meetings, get advanced approval from your contact.

As with Design Project 1, your topic must be thoroughly researched before you begin any serious design work. Subject matter that focuses on divisive issues must include research on the opposing viewpoint as well as the viewpoint to which you adhere. You must fully understand the scope of the issue before you can hope to address it in an informed fashion. Research should also include examples (in visual and written form) of past design work done for the same cause. Download visuals as you run across them, and save URLs in a file for future reference. This research should be compiled neatly in a project binder for your own reference.

Other areas of process include written brainstorming, thumbnail sketches, and computer developed roughs. Word association brainstorming with a pen and paper is an excellent way to discover unique solutions. Once you have completed your research, write down any key words

from your research, and begin writing other words that are in any way associated. Such an exercise may help facilitate your creative explorations. Thumbnails should show evidence of extensive exploration.

### **Design Component**

Your final solutions can be in any format, provided the format is appropriate to the subject matter. If print work is a component of the project, the work should be comped in a professional manner. There will most likely be budget restrictions in this project since many non-profits have very low operating budgets. You must take this into account, but you must also prove that your adherence to these possible restrictions does not curb your creative output. You do not need a big budget to be creative! The objective is to communicate the desired message to the desired target audience in as effective a fashion as possible.

### **Discussion/Critique Component**

You are required to post a proposal for your initial research for class discussion by Unit 4. The proposal should include: introduction, research methodology, a description of the strategy, target audience, geographic scope (regional, national, international), and objectives that defined your design decisions. You should also present examples of work that the non-profit organization has done in the past. Roughs for Design Project 2 will be posted for discussion in Unit 7. On this date you must submit explorations with numerous typographic, compositional and color variations.

### **Samples**

The following are some previous student solutions to Design Project 2 that you may view for inspiration:

- ★ Brochure by Dave Begley for Wilderness Southeast:
  - [Page 1](#)
  - [Page 2](#)
- ★ Designs by Jon Edwards for the Surfrider Foundation:
  - [Sample 1](#)
  - [Sample 2](#)
- ★ Designs by Mary Coppola for The Nature Conservancy:
  - [Sample 1](#)
  - [Sample 2](#)
  - [Sample 3](#)
  - [Sample 4](#)
  - [Sample 5](#)
- ★ Designs by Paige Maxwell for the Humane Society:
  - [Sample 1](#)
  - [Sample 2](#)
  - [Sample 3](#)
  - [Sample 4](#)
  - [Sample 5](#)
- ★ Designs by Scott Salzer for the Stress Management Council:
  - [Sample 1](#)
  - [Sample 2](#)
  - [Sample 3](#)
  - [Sample 4](#)
  - [Sample 5](#)
- ★ Interactive design by Blake Coglaine for Wilderness Southeast:

● Download the file [Blake.zip](#) *Warning: large download (15.9MB)*

« [back](#) | [next](#) »

---

[Overview](#) | [Goals](#) | [Blackboard](#) | [Content](#) | [Assignments](#)

*Last Modified: March 10, 2004*

*Content Author(s): Scott Boylston*

*Copyright © 2004 Savannah College of Art and Design. All rights reserved.*