



141 BRIEF

YEARBOOK SPREAD 0%

WHAT

Design a yearbook spread that measures 16X8" flat, 8X8" folded

WHY

- It's a good way to practise your visual communication and storytelling skills
- It's good way to help us get to know and understand one-another better

HOW

Include the following elements:

1. A recognisable image of yourself (photograph, or illustration)
2. Your first and last name and any nicknames you care to share
3. A short, snappy introductory statement about yourself, that includes where you were born and where you have spent most of your life living up to now.
4. Five **key words** that best describe you
5. A "secret" fact that your classmates won't know about you
6. Another period in history you would like to have been born in, and why
7. If you has to choose a completely different career you would be a _____

You may include any additional images that help with the telling of your story

Follow these steps:

1. Start tracking your time from the beginning (ideation, execution, reflection).
2. Brainstorm what you are going to say (don't worry about the perfect words at first)
3. Think about the tone you want your spread to have. How will it reflect your personality? How will it bring out your 'uniqueness'
4. Plan/sketch ideas for how you can communicate your 'story' in a way that will reinforce your message. (Sketch to scale)
5. Your spread can be collaged using some printed elements, or entirely executed by hand. (Computer layout/assembly is not allowed.)
6. Consider what kind of imagery, colours, design, patterns, etc. will best convey who you are as a person
7. Execute your design at whatever scale suits you, but make sure it's proportional
8. Scan your spread flat: 16X8" @ 300dpi, jpg Format. Name the file (first name, last initial)
9. Upload your spread to the class server in the appropriate folder
10. Upload your spread to your blog with a 100-300 word **rationale**
11. Give yourself a mark out of 10 (be honest). Explain how you came to that mark

WHEN

Due week 3. Make sure your spread is scanned and on the server before class starts

EVALUATION CRITERIA

An excellent outcome looks like this:

- Accurately followed the steps and outcomes in the brief
- Your spread provides an excellent "portrait" of you, your personality and what makes you unique.
- Your design style is consistent with your message e.g. sophisticated, hippy-dippy, etc.
- Your design is engaging and gives us a good sense of who you are
- Good blog post/rationale/self-assessment

141 BRIEF

BLOG POSTS 20%

WHAT

Set up and maintain an Eportfolio Wordpress blog for use in this and other classes

WHY

Survey 1: *Handprints and handwriting*
(40,000 BCE - 0 CE)

Survey 2:
God and Gutenberg
(0 - 1450)

Survey 3: *Block books and baroque*
(1450 - 1750)

Survey 4: *Steam and the speed of light*
(1750 - 1850)

Survey 5:
Painters and posters
(1850 - 1895)

Survey 6:
Dreams and designers
(1895 - 1905)

Survey 7: *Cubism and corporate identity*
(1905 - 1915)

Survey 8: *Charlestons and communists*
(1915 - 1925)

Survey 9: *Colour theory and cool type*
(1925 - 1930)

Survey 10: *Fortune and the Führer*
(1930 - 1945)

- It will help you to reflect on your learning
- It will help you to retain what you've learned
- It will help you to develop your research skills, and deepen your knowledge of the subject
- It's a great way to develop a valuable asset—your written communication skills
- It will help you understand WordPress—which is an important tool in our industry

HOW - PART 1

- Create a Capilano University Eportfolio site during the week 1 workshop with James
- Write your name and the name of your blog on the class list provided

HOW - PART 2

- Write a research post for each of the survey chapters covered in this class (ten in total). What did you learn from the research you did on behalf of your group? Provide succinct and engaging information that, in combination with your team-mates posts, will give your team's designer all the research and imagery inspiration they need to create a spread.
- Make this fun for you and your team—be creative with subheads and captions.
- Post title should be the survey number (not the week number), for search purposes.
- Start your post with a sentence or two about what you learned from the lecture and class discussion. What inspired/surprised/shocked you about this period?
- Posts should be 300-500 words and include a minimum of 3 relevant, captioned images.
- Use links/citations to cite your sources for text and images.
- Use spell-check/Grammarly features in Wordpress.
- Note: There will be weekly random blog reviews by your peers. Use these as a way to learn from each other and 'up your game'.

WHEN

- Research posts must be completed **by the end of class**

GRADING CRITERIA

An excellent outcome looks like this:

- Accurately followed the steps and outcomes in the brief
- Posts clearly demonstrate your contribution to your group's research and provide your designer with timely and useful content
- Posts are thoughtful, informative, engaging and bring a personalized perspective (They should not be a regurgitation of facts, or include 'cut and paste' content)
- Writing is concise, well-written and spell-checked
- Image choices are thoughtfully curated, relevant and include citations

**WordPress.com versus open source WordPress (wordpress.org):*

WordPress.com is a templated blogging service, which is used to create simple websites easily and quickly.

Wordpress.org is a highly customisable and programmable service. It is the most popular online publishing platform. It currently powers more than 20% of the web, including CNN and the New York Times.