

## **ARTG 4316-001 GRAPHIC DESIGN 6, PRACTICUM, SPRING 2022**

### **PROJECT 2: Annual Report design. Value, 40/50% of final grade\*.**

**Client: Housing Opportunity Management Enterprises (HOME)**

The 2021 Annual Report for the Housing Opportunity Management Enterprises (HOME) will be printed and distributed in Fall 2022 or Spring 2023. The client will provide samples of previous reports as a guide.

When printed, the report will consist of at least 20 to 24 pages plus separate cover. The book is printed in process color, CMYK. Pages can bleed. Overall size is 8.5 by 11 inches.

Note; you are not required to design all 20/24 pages. The task is to provide a mockup to illustrate the “look” of the annual report. You will be responsible for the following page layouts:

1. Front and back cover design
2. Inside front cover is reserved for the client mission statement, vision statement, and top 10 HOME facts.
3. Page 1, table of contents
4. Page 2, Mayor’s message. This will include the mayor’s photograph and letter. Use placeholder text for the letter.
5. Page 3, Chairman’s message. Same contents as mayor’s message.
6. Page 4, CEO’s message. Same contents as mayor’s message.
7. Page 5, Leadership names and photos, (includes Board of Directors and Executive Staff)
8. Pages 6 and 7, two-page spread indicating how you would design pages for general editorial content, including text and photographs. Use dummy placeholder text and placeholder photographs, or photos downloaded from HOME web site.
9. Pages 8 and 9, additional editorial page layouts. Again, use placeholder text and photos.
10. Pages 10 and 11, a two-page spread indicating how the design will address financial statements, (see previous report for examples, when available.) Be sure to include Liabilities and Assets growth chart, (see previous annual report for example).
11. Page 12, additional editorial content, (for example, HOME accomplishments page) or financial statement, or HOME employees page, (your choice).
12. Inside back cover

Note that the above list includes only 12 pages plus cover. You may include any other pages you feel would best demonstrate your design, at your discretion. You should understand that page signatures for any booklet (catalog, annual report, etc.) are always divisible by four. For example, this annual report when printed will have 20 pages plus cover, or 24 pages plus cover. So, if you add pages, it will have to be in multiples of four.

Previous reports have focused on a theme. At this time, the client has not developed a theme. The client is leaving ideas for theme at our discretion.

**I will forward more information when and if it becomes available. Plan on using placeholder text and images. Previous annual reports are available for viewing on the HOME website (ephome.org). Go to ephome.org, then HOME/BUSINESS/ANNUAL REPORT.**

#### **SCHEDULE/TIMELINE:**

**Mon., Feb. 14** Project announced. Begin research.

**Wed., Feb. 16** Continue research and concept work. Before next class, work on thumbnails and rough ideas. This is pencil time, plan on using your sketchbooks. Before next class, develop cover ideas. Have thumbnails ready to discuss by Wednesday, Feb 23.

**Mon., Feb. 21** **Client presentation: CASFV Sexual Assault Awareness Month, (Project 1).**

**Wed., Feb. 23** Be prepared to discuss thumbnails and concepts.

- Mon., Feb. 28** Continue rough layouts, work on dummy layout. Concentrate on cover design. Before next class, rough out several cover ideas for required progress critique on Wednesday.
- Wed., Mar. 2** Work-in-progress critique, cover designs. Have layouts of cover ideas, ready to discuss. Layouts must be ready to pin to board in studio room 353. Lap top screens are not appropriate, work must be pinned to board.  
Before next class, fine-tune your cover ideas. Begin to rough out interior. By now you should be planning an organizational grid for the interior design.
- Mon., Mar. 7** Annual Report, interior pages should be roughed out by this time.
- Wed., Mar. 9** Work-in-progress review. Provide a rough dummy of your overall design. Interior pages should be roughed in. Layouts should be clear and comprehensible. Dummy should be to size.
- Mon., Mar. 14** Spring Break. Class does not meet. A good time to relax, reflect, and work on your layouts.
- Wed., Mar. 16** Spring Break. Class does not meet. More time to work on your annual report design.
- Mon., Mar. 21** Layouts should be nearly complete at this time, including cover and page layouts. Be sure to reference cover theme on the interior pages, as discussed. Over the weekend, fine tune your layouts and be ready to print. You should have most pages finished before class meets on Wednesday.
- Wed., Mar. 23** Final assembly and review before critique
- Mon., Mar. 28** **Critique.** Plan on presenting your work to the client at this time. Critique will commence regardless of client availability, so plan on having your Annual Report designs ready to present, and be ready to explain your work.

**Note; expect class time for additional, new client/project briefings during the above schedule.**

**Presentation:** Expect to present your work in person. Assemble your design in book format. Examples will be provided. Additional information regarding presentation to come.

**REMINDER: Identify your work.** Include your name on the back cover of the annual report design. See previous annual report for example.

Remember that a grade penalty will be assessed for failure to properly identify your work; however, if work *cannot* be identified, it will receive *no credit*: "*No name, no credit.*"

\* Percentage value of this project depends upon total number and difficulty of all assigned projects, still pending.