



SCHOOL OF COMMUNICATION AND LANGUAGES

DEPARTMENT OF COMMUNICATION

Com 346 A & T Creative graphic arts

Final project

August SEMESTER 2017

INSTRUCTIONS:

Answer all questions

Type all your answers

Submit after 2 weeks

Total marks 40

1. Design a logo and 3 corporate items for “Polka Dot” art gallery and restaurant. Also design a brochure and two other items for an art exhibition to be held in December 2017.
 - a. Write a profile for The art gallery(5 marks).
 - b. Logo (5 mks)
 - c. A letter head (3mks)
 - d. A business card (3mks)
 - e. A menu (6mks)
 - f. A brochure (8 mks)
 - g. Two other items (4 Mks each)
 - h.

GRADING RUBRICS

- *1.You will begin by developing thumbnails (a minimum of 5 thumbnails for each item).. (marks will be awarded for thumbnails). The thumbnails will be reviewed before the actual design work begins. Thereafter you will proceed to create and produce the final items. You will submit all your thumbnails with the final project.*
- *2. Include a reference list of any sources used (2mks)*
- *3. Oral Presentations. To be done at the end of the semester as you submit your work. (4 mks)*
 - 4. essays written in continuous prose and show complete mastery of organization*
 - 5. essays answer thoroughly all the questions.*
 - 6. essay shows no grammatical errors (eg spelling, tense sequencing and consistency, writing flows smoothly)*
 - 7. follow APA guidelines.*
 - 8. presentations will show confidence and mastery of content*

