

## ENTRANCE REQUIREMENT PROJECT | GRAPHIC DESIGN

Imagine you are a Graphic Designer who has been hired to create a marketing program for a major company.

### Graphic Design Exercise

#### PART ONE

Describe a real or imaginary store (including type of merchandise, specialty or department store, etc.) and the typical customer who would shop there.

In describing the customer, include the following:

- > Age range
- > Sex
- > Environment (Urban, Suburban, Country, etc.)
- > Income range
- > Lifestyle (Job, Leisure Activities, Family Lives, etc.)
- > Values and Viewpoints
- > Marital Status
- > Education

#### PART TWO

Create a slogan for the store. The slogan can suggest an attitude [ex. "JUST DO IT"], describe the products [ex. "DIAMONDS ARE FOREVER"], or be a call to action [ex. "DRIVERS WANTED"].

THE STORE'S SLOGAN SHOULD BE NO MORE THAN 10 WORDS.

#### PART THREE

Using any combination of computer graphics, colored pencils, watercolors, or felt tip markers, create the following:

- > A COVER FOR THE STORE'S NEW CATALOG
- > A MAGAZINE AD
- > A DESIGN TO BE PRINTED ON THE STORE'S SHOPPING BAGS

#### IMPORTANT NOTES

The description of the store's customer will determine what the store's graphics will look like. Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All work submitted to FIDM becomes the property of the college and will not be returned.