

ENTRANCE REQUIREMENT PROJECT | VISUAL COMMUNICATIONS

Imagine you are a Visual Communications Designer who has been asked to present a three-part design portfolio for a possible design position with a major company.

Visual Communications Design Exercise

SUBMIT ALL THREE PROJECTS

PART ONE: BASIC DESIGN PROJECT

Using a circle, square, and triangle, arrange a creative design in black and white or color. The shapes may overlap and be any size within the 8.5" x 11" format.

PART TWO: WINDOW DESIGN PROJECT

Using the printable window format shown below, design a window presentation for men's, women's, or children's fashion. Include mannequins and props in the completed design. As in department store displays, figures and props may overlap. Please fill in the requested information.

PART THREE: INTERIOR DISPLAY PROJECT

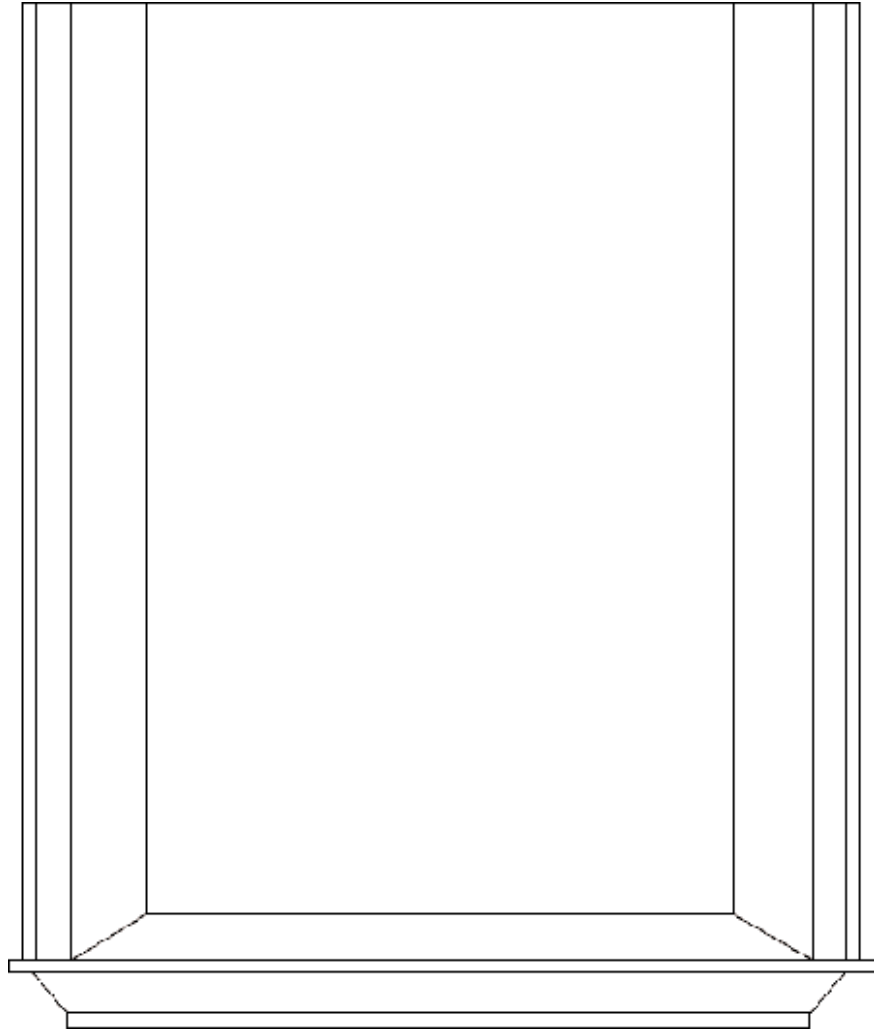
Using the printable interior platform format shown below, design a display to be used in the interior of a department store. The display should feature women's fashion. Include mannequins and props in the completed design. As in department store displays, figures and props may overlap. Please fill in the requested information.

IMPORTANT NOTES

Use 8.5" x 11" paper and a medium you feel comfortable with, which may include colored pencils, felt tip pens, watercolors, etc. (please, no pastels, chalk or charcoal). Computer graphics, magazine/catalog clippings, or photographs are also acceptable in presenting your work.

Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All portfolios submitted to FIDM become the property of the college and will not be returned.

Display Window Format: 1"=1'

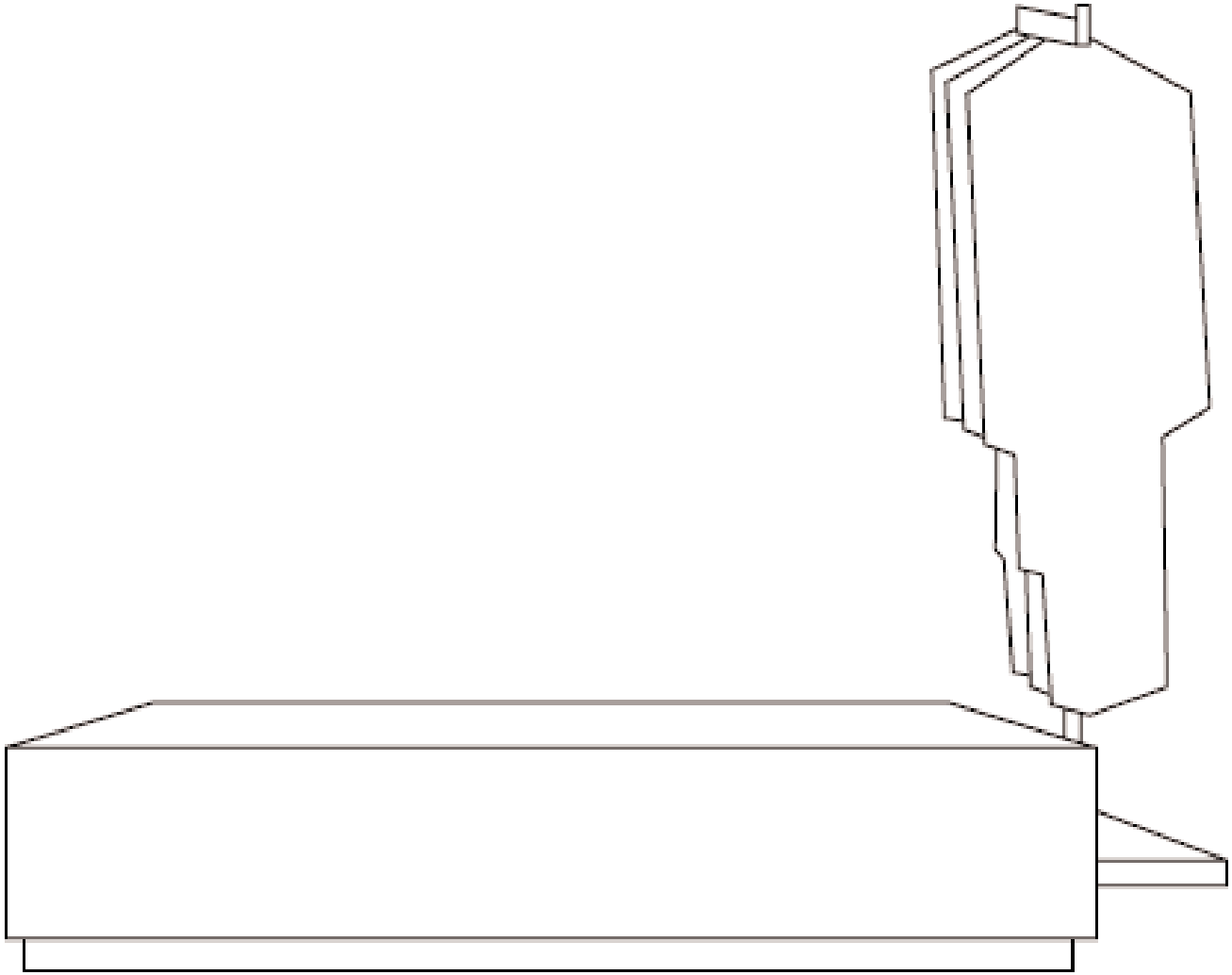


① Type of merchandise being displayed:

② Type of customer who would be attracted to this display:

③ Materials needed to achieve this display:

Interior Display Format: 1"=1'



- ① What is the fashion theme projected by this display?

- ② What is the age group and style preference [traditional, trendy, couture] of the customer who would be attracted to this display?

- ③ Describe the mannequins, props, and any other details that would make this display successful: