

Design Lab Spring 2024

Aeneas Eaton, Jason Ausiello, Apryl Murray, Sheyla Torres

Client / Project:

2024 Design Show | Graphic Design & DDF graduating students

Client Contact Name:

Amy Papaelias

Collaborators:

While formal collaboration may not be established, active engagement and exchanges with senior graphic design students, graduating master's students in the Digital Design and Fabrication Department, and faculty members from both departments will be essential to the project's development.

Scope:

With the creation of the new Department of Design, consisting of the Graphic Design and Digital Design and Fabrication majors at SUNY New Paltz, the 2024 Design Show serves as the capstone showcase for the graduating students within these majors. The students will present their thesis projects and portfolios on the second floor of Wooster Hall on May 3, 2024.

This project aims to create the overall branding, which will be used not only during the live show but also as promotion and as inspiration for future displays. A central concept will be established to guide the overall design and communication of the branding, with an emphasis on idealizing the hard work, community, and overall enjoyment that is experienced within the Department of Design.

Target Audience:

The target audience is the Department of Design in the School of Fine and Performing Arts at SUNY New Paltz, focusing on graduating students in Graphic Design and Digital Design and Fabrication. The live show is open to faculty, family, friends, and other university members, while the website is accessible to anyone interested in exploring design work.

Deliverables + Deadlines:

- Catalog (Explaining the New Design Department and including DDF MA students)
- Promotional Posters
- Promotional Video (Trailer)
- Recap Video
- Social Media Content (promoting show: to be posted on @npzdesign)
- Photoshoot of Students
- Vinyl for windows at Wooster
- Thesis Website with designer and work pages (motion design)
- Swag: goodie bags, keychains, stickers, t-shirts, pins

Jobs + Roles + Responsibilities:

Aeneas: Catalog, Swag+

Jason: Promotional Video, Social Media

Apryl: Motion Design, Vinyl, Promotional Posters

Sheyla: Website, Promotional Posters

**While team members have specific assigned tasks, this project is a collaborative endeavor where mutual support is encouraged and expected. Every team member is not only to fulfill their designated responsibilities but also to actively contribute their support to other tasks within the project.

Requirements / Constraints:

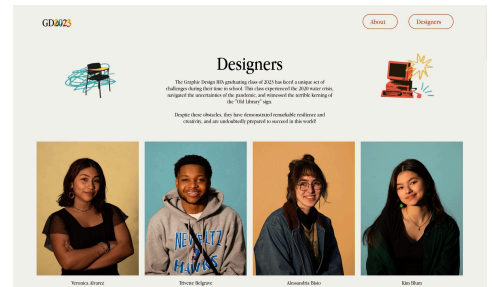
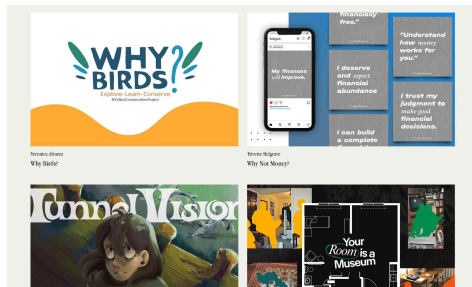
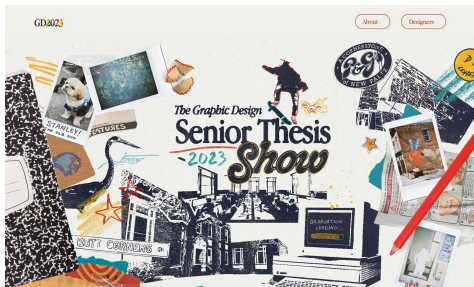
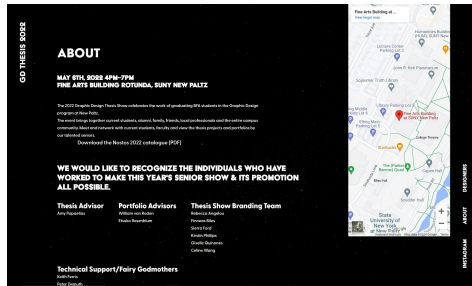
All deliverables are to be completed by May 3rd, except for the Recap Video. Emphasis will be placed on completing promotional/printed materials and collecting any assets used throughout multiple deliverables in the early weeks to leave time for printing and distributing. Although not ideal, launching the live website can be saved for after the live show.

We expect some pushback in getting all students of multiple departments to participate and finding time in our schedules outside of Monday's class times to meet and discuss project goals and deadlines.

Content / Assets:

We will collect information about each thesis project from the students themselves, including project titles, descriptions, and any representative visuals they provide. The other text that will be found on the site, like the "About" page, the description of the show, and other summaries/descriptions of things, will be written by our group. Other imagery/visual elements are included on the website. Catalog and promotion will also be collected and created by our group. B-Roll will be taken and edited by the group.

Images + Links:



- <https://www.newpaltz.edu/fpa/design/>
- <https://www.thesis2023.newpaltz.design/>
- <https://www.thesis2022.newpaltz.design/>
- <https://www.thesis2021.newpaltz.design/>
- <https://www.thesis2020.newpaltz.design/>

Feedback & Communication:

Feedback from Amy will be received either in-person during class (Mondays 12:30 pm-3:20 pm) or through email. Feedback from other students will also be received in person, by email, or through a form that will be sent out. The group members for this project will talk and provide feedback to each other through direct messages, in person during/outside of class when needed, and through the shared Miro board.

Timeline:

Feb 5th | Narrow down brand identity/style

Meet and share prototype/draft concepts—decide on design direction to explore.

Feb 12th | HARD DEADLINE? Brand identity/style

Look at poster drafts and decide on the final concept.

Continue variations in colors, type treatment, etc.

Establish when/where portraits will be taken—promo for portraits?

Feb 19 | Build on branding

February 22nd- Begin taking Portraits (Section 2)

Conceptualize how branding will fit the show - i.e., catalog/website.

Working on: photoshoot

Feb 26th | Second Round of Pics

February 26th- Begin taking Portraits (Section 1)

February 29th- Second Round taking Portraits (Section 2)

Working on: editing portraits (variations), Mockup of Catalogue,

Mar 4 | Content Gathering + Editing (Photos and Copy)

March 4th- Second Round taking Portraits (Section 1)

Working on: Editing portraits (variations), Catalogue Building, and a rough storyline for the trailer video

Mar 11 |

Mar 18 | Printed Promotional Materials Phase 1 PRINT

Post Save the Date (Instagram)

Mar 25 | SPRING BREAK

Apr 1 |

Start drafting vinyl designs.

A rough outline of the collection survey—show Amy?

Apr 8 |

Finalize vinyl designs and send them for printing.

Swag merch -- vinyl for t-shirt sent to print

Shirts ordered

Apr 15 | Start of Phase 2 Form Responses From Students Are Due

Release Trailer

Launched Live Site (Blocked if not TOTALLY done)

Working on: Senior Projects Instagram

Apr 22 | Social Media Takeover

Senior Projects Instagram Posts

Catalogues to be sent to print services

Apr 29 | Monday Before the Show

All deliverables must be printed and ready to display in Wooster

MAY 3RD

Post "TODAY" promo on Social Media

Put up & Take Down

May 6 | Monday After the Show