

DESIGN CHALLENGE 2 HOW TO - PROMOTIONAL

The challenge: To create a “How to” kit as a promotional item for a brand. The kit must have all the ingredients or materials need to accomplish the task. A package for all the materials or the main ingredient. And a clear instructional sheet on “how to.”

A company of your choice would like to promote their brand/product. They are hiring you to create the instructions on “How to” do or make something. The final product will be package, where the consumer creates, builds, or makes something based on the instructions and materials provided. This should be interesting and fun to the consumer.

STAGES/ PHASES OF DEVELOPMENT:

(Every phase below will need to be shown in the final presentation of this project)

PHASE 1: VISUAL DESIGN AND BRAND RESEARCH

- Decide on the product/service/brand.
- Create an archetype or persona of the type of person who is the consumer.
- Research examples of instructional graphic design.
- Research step-by-step or process infographics.

PHASE 2: MOOD BOARDS & ARCHETYPE

- Show the color and tone
- Provide type style
- Provide a glimpse in the life of the archetype/persona (target consumer.)
- Display style of graphics and icons that reflect that brand or the direction you want to go.

PHASE 3: BUILD A MOCK VERSION

- Obtain the materials or ingredients need to build or create the item. Make sure this is small enough and easy enough for your archetype to make.
- Write down and draw out instructions on how to build/construct/create/make.
- Build it yourself and take notes about how it is being constructed.

PHASE 4: TEST AND OBSERVE

- Provide instructions and materials/ ingredients to 3-5 people.
- Instructions can be sketched out by hand.
- Watch the person build the object

PHASE 4: CONTINUE

- Photograph them and take notes on their successes or frustrations
- You can help them, but document why they needed help and be aware of flaws in your materials or instructions.

PHASE 5: REVISE

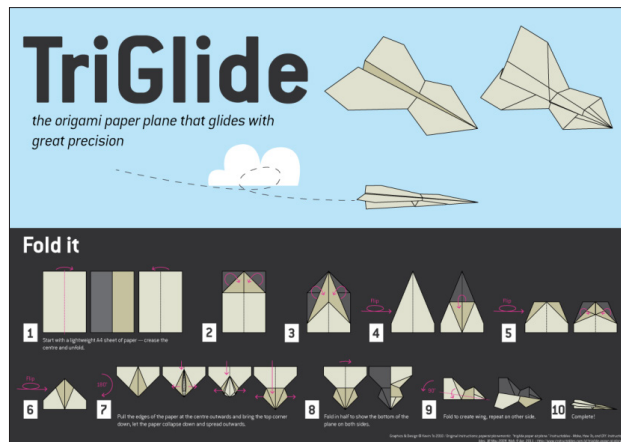
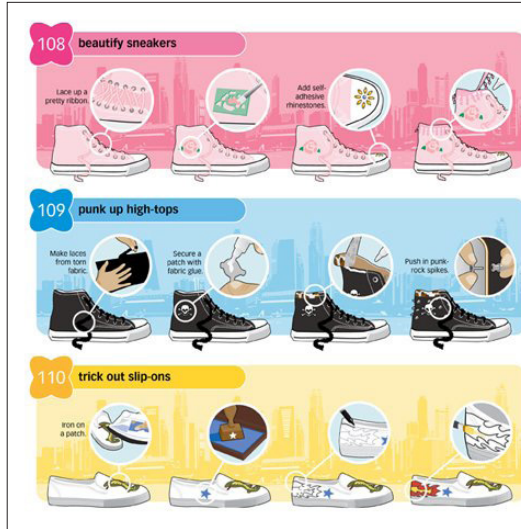
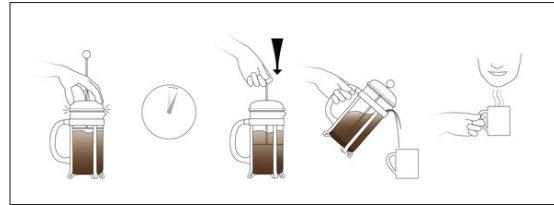
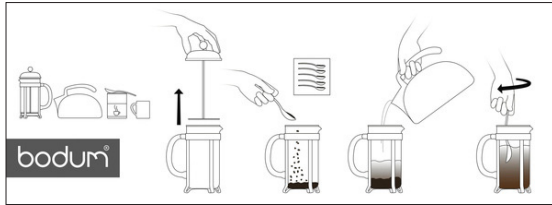
- Go back to your instructions and edit parts based on your testing
- Redesign the instructional sheet, and make changes to the materials.

PHASE 6: DESIGN AND EXECUTE

- Design the instruction sheet.
- Create a final package.
- If applicable, build the object or show a photograph of the final created product already constructed.

PHASE 7: PRESENTATION

- Present to the class your process, show where you started and where the final product ended
- Talk about the purpose of the object and why you chose to do that object.
- Present your testing research
- Provided a description of the changes.
- Show sketches and final design comps in the presentation
- Photograph the final product but also bring final built item to class on presentation day.



GRADING CRITERIA

Grading is based on the following:

- CONCEPTUAL IDEA
- RESEARCH
- QUALITY OF PRODUCT
- PRESENTATION OF PROCESS

IMPORTANT POINTS:

- You will create/ construct/build the object yourself as well as have the materials and ingredients with the instructions.
- You need to find 3-5 more people to beta test your product.
- You will make adjustments and changes to the product based on research testing
- Final Product will included:
 - 1) instruction sheet (infograph)
 - 2) materials and shapes that are ready to be used;
 - 3) a package to hold the material;
 - 4) the logo of the company.
- Present to the class your process and final product, "How to."