Job Jacket - Graphic Design Level One

Project: Redesign Jimmy Johns Chip Bag

Student name and class period _____

SCENARIO OVERVIEW

Jimmy Johns is experiencing customer complaints because people are unable to find the chips they want quickly and easily. Many people have grabbed the wrong chip bag due to the poor type hierarchy! You can make a real difference to the millions of Jimmy Johns customers. Redesign Jimmy John's chip bag focusing on type hierarchy and your AI design skills. By completing this assignment, you will become more familiar with some of the language and software used in the world of graphic design. The end result of your project will be a redesign illustration created using Adobe Illustrator's vector tools.

OBJECTIVE: Apply the skills learned in class to create an original illustrated image .

REAL WORLD: The ability to apply type hierarchy using Adobe Illustrator is an absolute must for any aspiring designer, AI is the program of choice for many tasks, like package design.

BIG PICTURE (why are we doing this?): The skills learned through this are the basis for many future assignments. In addition, maybe you can pitch your redesign to Jimmy Johns and change the world...

SPECIFICATIONS

DIMENSIONS:3' x 5" Portrait

ARTWORK TYPE: Vector

FILENAME: yourname-period-chips.pdf
EX: MrSrsen-p7-chips.pdf

EQUIPMENT/MATERIALS NEEDED

Writing Instrument (take notes, draw mockup)

Software: Adobe Illustrator

Process

1) Take a sheet of paper and do a mock redesign in pencil. Take into consideration how you will make this design better using the principles of typography learned in previous lessons - focusing now on applying better type hierarchy. Mock up a design that will allow the viewer to easily find the bag of chips they are wanting to buy.
2) Using **Adobe Illustrator** open an art board that is 3 inches by 5 inches.
3) Adjust the hierarchy using at least underline three of the following:
Color

	Kerning Font Choice Leading Signals 4) Be prepared to present your redesign in class on June 28th. Write a short justification for your design choices to share during your presentation.

Rubric:

	4	3	2	1
Project Design	Complete a design that is as complex and detailed as possible during the allotted time. Your design should demonstrate use & understanding of all terminology discussed in the this assignment.	Adequately completed on-time. Some good options to choose from. Minimal variety, ability to explain at basic level.	Few quality options or variety. Appears hurried, possibly late and/or incomplete. Unable to explain with much detail.	Low-effort, poor-quality options w/little or no variety. Late and/or incomplete.
Technical Skills	Demonstrates mastery of computer software to create files without errors that are of near professional quality. Meets all needs laid out in Job Jacket.	Demonstrates grasp of computer software to create files with minimal errors that are of good quality. Meets most needs laid out in Job Jacket.	Demonstrates low-level understanding of computer software, files have some errors. Mediocre quality. Meets some needs from Job Jacket.	Assignment contains little or no ideas. Student can-not communicate much,verbally or in writing. Uses little or no industry-specific terminology.
Professionalism	Excellent	Good	Some	Poor attendance

	attendance. Always on-task. Meets all deadlines. Manages time to work beyond requirements whenever possible.	attendance. Usually on-task. Meets deadlines. Works to meet Requirements, not much more.	attendance issues. Poor time management, often off-task. Misses deadlines. Approaches, not exceeds requirements.	(tardies & absences), missing/ late work. No noticeable time-management, almost always off-task
Critique/Presentation	Assignment is based on ideas that the student can articulately communicate both verbally & in writing while using industry-specific terminology. Polite, respectful with peers & instructor. Appropriate language. Contributes through feedback, helpfulness.	Assignment contains some ideas that the student can communicate both verbally & in writing, occasionally using industry-specific terminology. Polite, respectful with peers & instructor. Mostly appropriate language. Occasionally helps others.	Assignment contains few ideas. Student struggles to communicate both verbally & in writing, occasionally using little industry-specific terminology. Mostly polite, but rarely helpful with others. Some inappropriate language.	Assignment contains little or no ideas. Student can-not communicate much, verbally or in writing. Uses little or no industry-specific terminology. Inappropriate (impolite, disrespectful) with others. Poor language. Not helpful.

Evaluation:

	Self	Peer	Instructor

	Self	Peer	Instructor
Project Design			
Technical Skills			
Professionalism			
Critique			