

COMMERCIAL DESIGN PORTFOLIO YA BOOK COVER

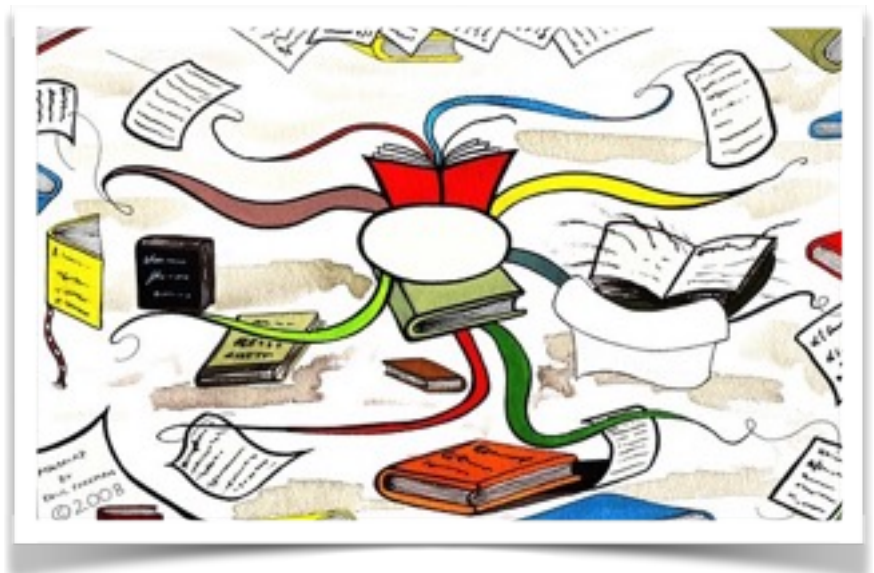


PAGE 1

DESIGN BRIEF WRITTEN IN YOUR OWN WORDS.
SURVEY OF YOUR TARGET AUDIENCE ON THE X4 BOOK GENRES:
WHICH ONE IS MOST APPEALING? WILL THIS INFLUENCE YOUR CHOICE

BOOK GENRE/S

MIND MAP/MOOD BOARD
INSPIRATIONAL IMAGES -
YOUR OWN
ANNOTATE USING DEP



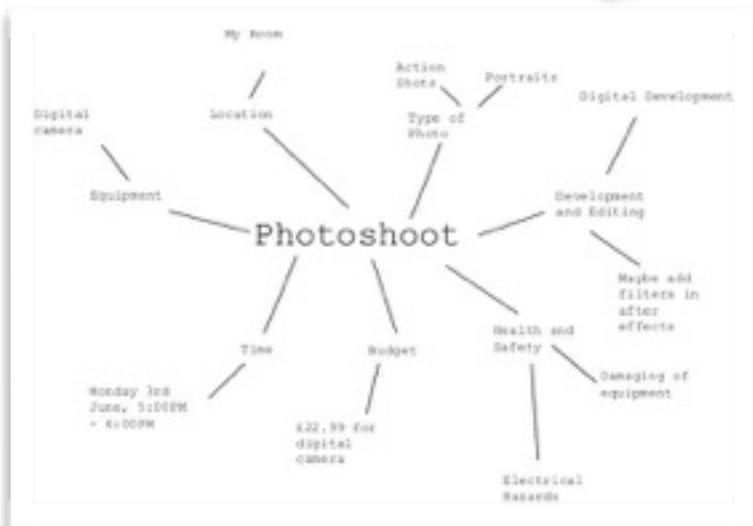
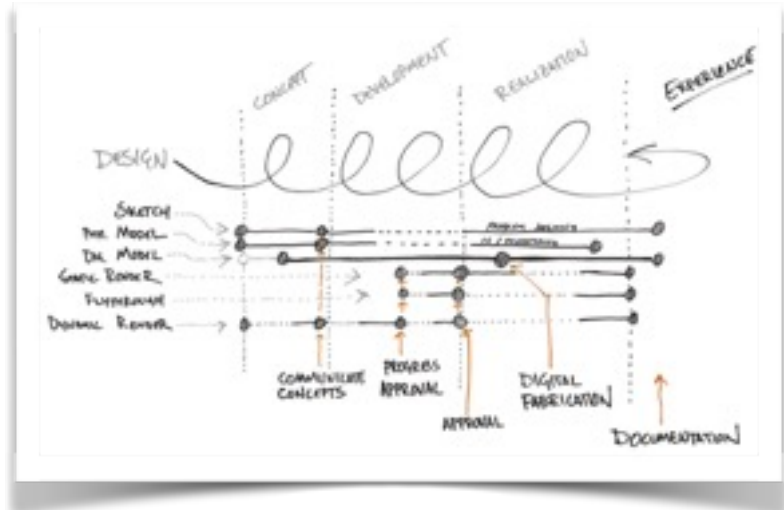
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COMMERCIAL DESIGN PORTFOLIO YA BOOK COVER

TIMELINE / PRODUCTION SCHEDULE/OHS

PAGE 2

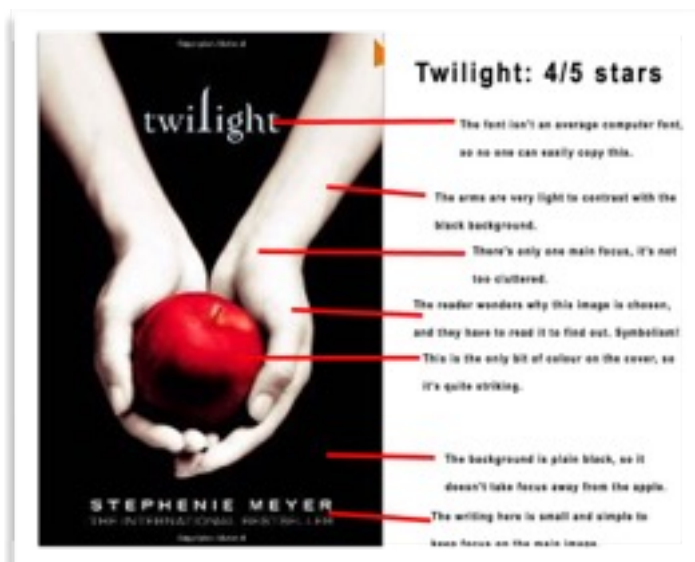
WHEN AND
WHERE (LOCATIONS)
ARE PHOTOSHOOTS GOING
TO TAKE PLACE - ANY
CHALLENGES?



TECHNOLOGY TO USE / MATERIALS

(SPECIFIC FOR EACH SHOOT) MINDMAP -
BUDGET / EQUIPMENT /
SUSTAINABILITY

INVESTIGATION ANALYSIS OF PRE-EXISTING YA BOOK COVERS IN SELECTED GENRE/S —
DEP & ART MOVEMENT- MESH TECHNIQUES- INTENDED AUDIENCE-TYPOGRAPHY

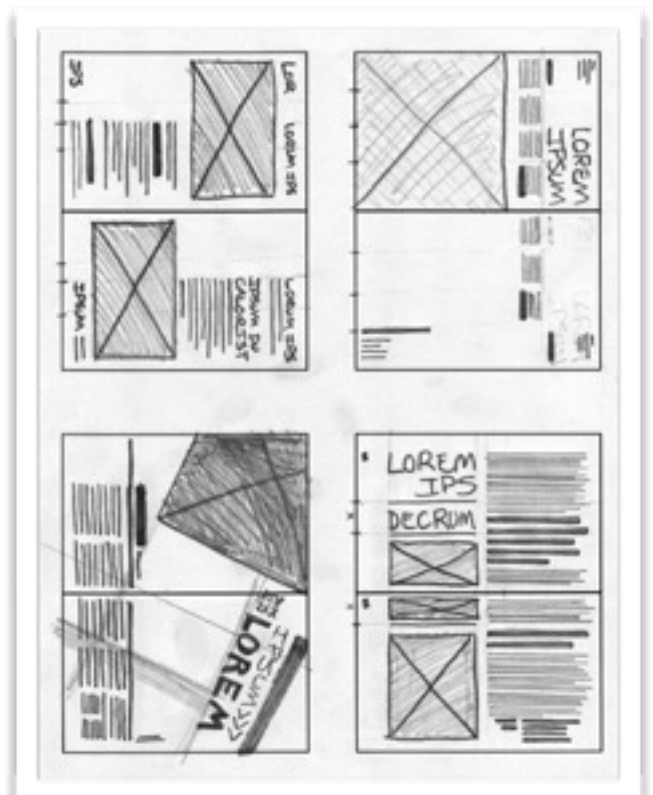
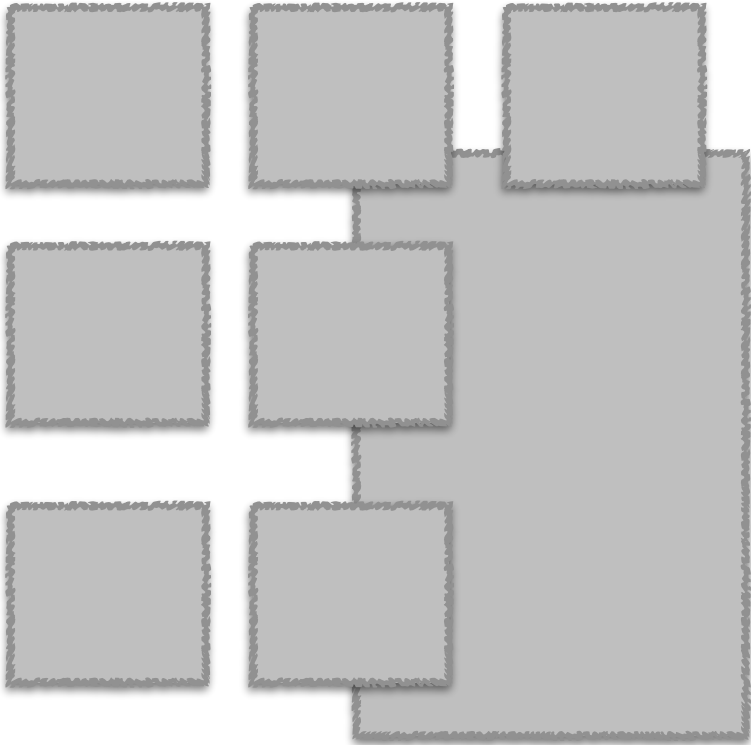


IN CLASS
TASK

COMMERCIAL DESIGN PORTFOLIO

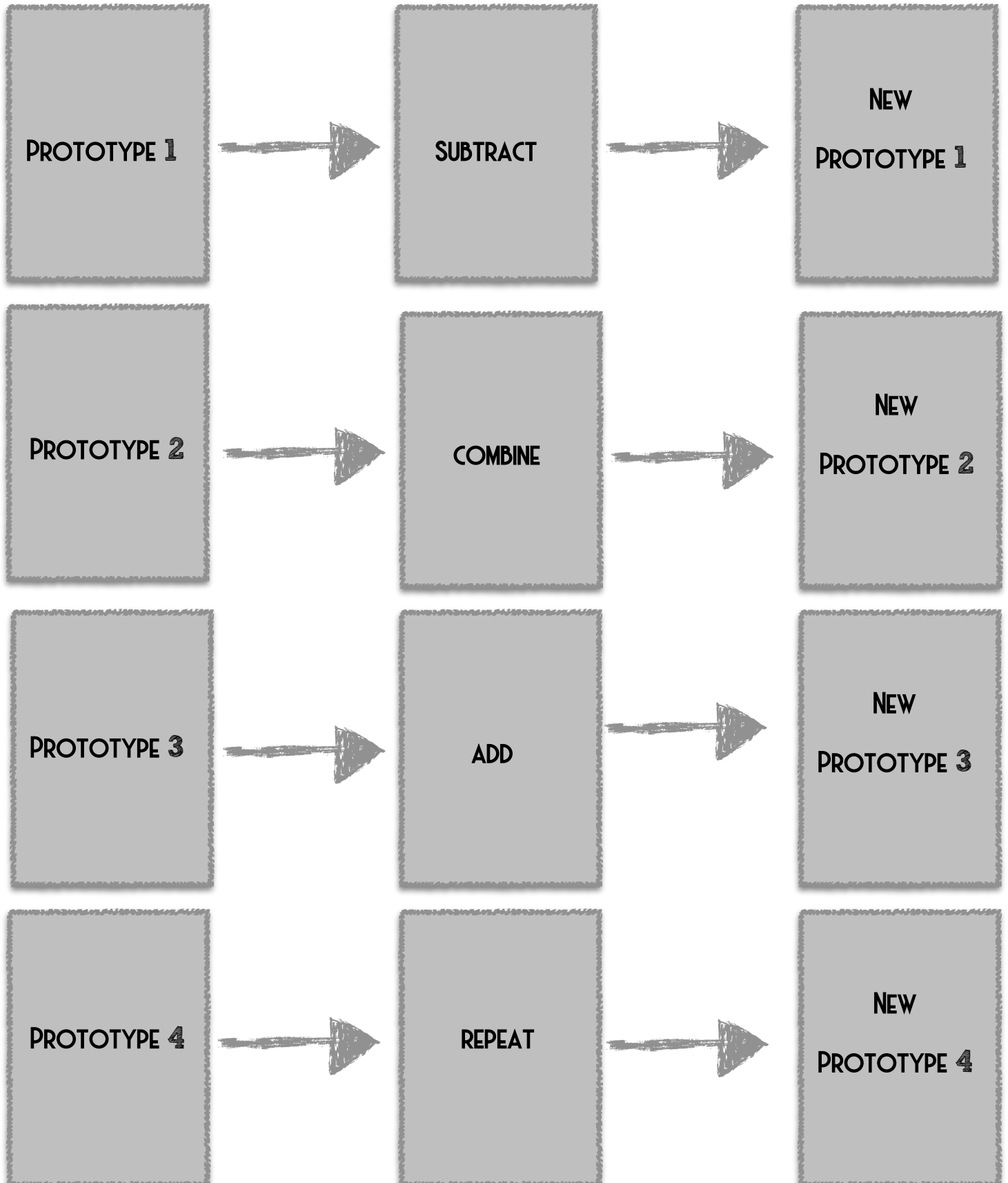
PROTOTYPES GENRE IDEAS: HAND-SKETCHES & THUMBNAILS - MINIMUM X8

**EXTENSION - INCLUDE IDEAS FOR 2-4 DIFFERENT TARGET AUDIENCES/CLASSIC BOOKS IN YOUR GENRE



COMMERCIAL DESIGN PORTFOLIO

SYNECTICS ON FOUR PROTOTYPES / SKETCHES FROM PG 3 - SUBTRACT / ADD / SUBSTITUTE / COMBINE / ANALOGISE / FANTASISE / METAMORPHOSE / REPEAT



COMMERCIAL DESIGN PORTFOLIO

PAGE/S 5-8

PHOTO MOCK-UP BASED ON NEW PROTOTYPE/S 1-4

SHOOT SCHEDULE

OHS / LOCATION / EQUIPMENT
PROPS / CHALLENGES

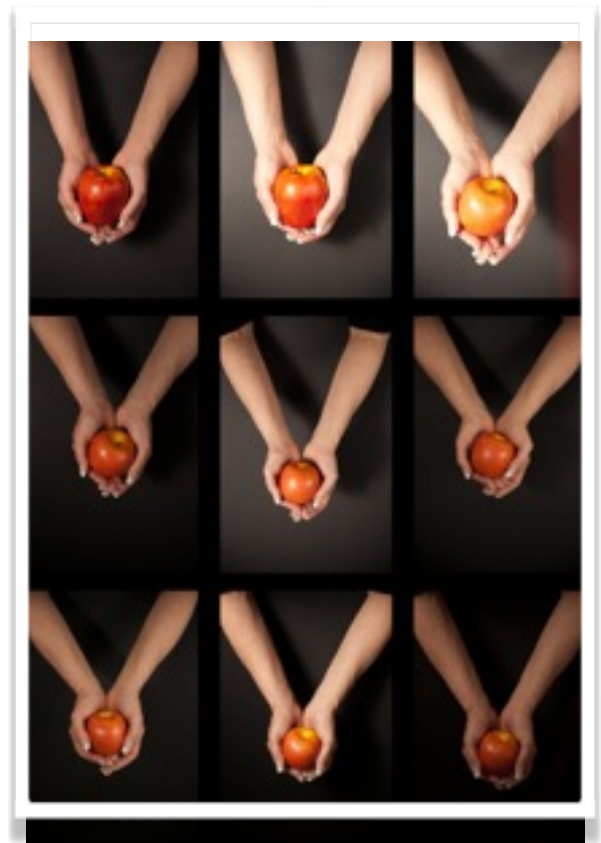


TYPE IDEAS



CONTACT SHEET

INCLUDE CAMERA INFO _ OR +



FINAL PHOTO



FINAL WITH TYPE



COMMERCIAL DESIGN PORTFOLIO

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SURVEY OF THE FOUR PROTOTYPES

THE SURVEY RELATES TO TARGET AUDIENCE
THE RESULTS RELATE TO THE BRIEF



EVALUATE THE RESULTS- SEEK FEEDBACK FROM STAFF

PICK ONE "NOT JUST THE SURVEY FAVOURITE

MAKE AN INFORMED JUDGEMENT / JUSTIFY
ANNOTATE IN DETAIL



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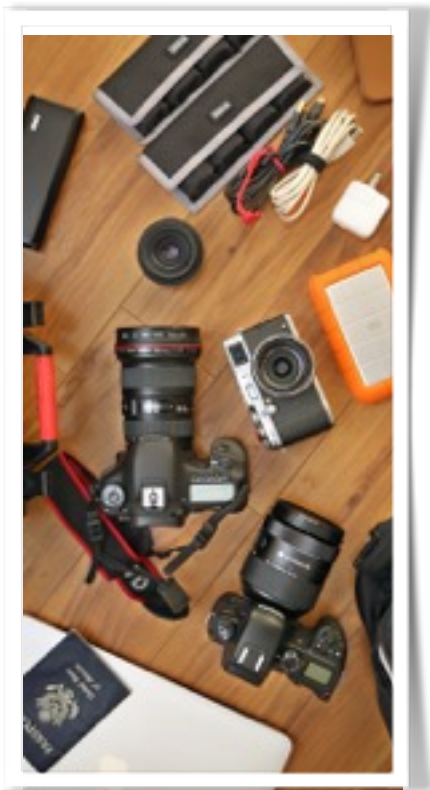
FINAL PHOTO RESHOOT

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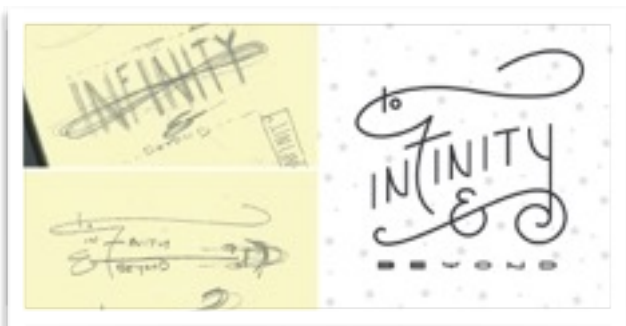
SHOOT SCHEDULE

CONTACT SHEET
CAMERA INFO _ OR +

OHS / LOCATION /EQUIPMENT
PROPS /LIGHTING/CHALLENGES



TYPE IDEAS



FINAL PHOTO



FINAL
WITH TYPE



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REFINE & FINAL SURVEY (OF THE X3 EXPERIMENTS)

BRIEF IS MET / TARGET AUDIENCE / GENRE CONVENTIONS / CONTEMPORARY /
RE-IMAGINED / MODERN/ART MOVEMENT STYLE
SPECIFICS - WHAT HAS BEEN REFINED? WHY?



PRODUCTION PROCESS / COMMERCIAL CONSIDERATION

INCLUDE SUSTAINABILITY & MOCK UPS OF BOOK COVERS



EVALUATION AND FINAL

DEP / GENRE CONVENTIONS
TARGET AUDIENCE
BRIEF
APPLICATION OF COMMUNICATION MODEL

ANNOTATE

PERSUASIVE TECHNIQUES

