

Continued exploration of the Adobe Creative Suite

Proposal:

This time around, I will be further exploring the Adobe Creative Suite, particularly Illustrator and InDesign. I've undertaken a number of projects that will really allow me to dive in deep. I will be creating the annual report for Oak Hill School, creating all collateral for the Yellow Springs High School 2016 prom, and designing and printing the invitations for my sister's wedding. In addition to these, I have purchased the domain of my name and hope to create a professional eportfolio (however, this will be on the side). Finally, with the annual report for Oak Hill School, I am exploring the CRM Salesforce in order to develop the dashboards and reports that will be used to create the charts for the annual report's financial summary.

Project Timeline:

Week 2: Submit draft proposal; begin watching some tutorials on Salesforce in order to learn more about running reports on financial information (figure out exactly what OHS wants me to include in the annual report)

Week 3: One on one progress checks with Eric; finalize a draft of wedding invitations and send to my sister for approval; create

a few sample posters for the prom committee to look at; develop an overall design for the annual report and send out requests to the Headmaster, Academic Deans, and Board Chair for their personal letters that will be included in the annual report

Week 4: Finalize the wedding invitations and begin to develop matching response and reception cards; begin researching printers for the wedding invitations; continue working on the overall design of the annual report and start drafting the written components; finalize all prom collateral and send it to the prom committee by May 10th (prom date is tentatively April 19th)

Week 5: Midterm presentation and report; continue working on all projects

Week 6: Peer review of all design work

Week 7: Continue to gather information for the annual report

(I'd like to have the letters from the Headmaster, Academic Deans, and Board Chair by this week)

Week 8: One on one progress checks with Eric; begin to finalize the annual report and submit it to the Headmaster by May 20th for approval; continue work on wedding invitations and make any necessary changes; choose a printer for wedding invitations

Week 9: Make any necessary corrections to the annual report; reach out to prom committee for photos and feedback about prom; finalize and clean up all work

Week 10: Final class presentations

Project Goals:

Re-introduce myself to InDesign

Learn more about design by further exploring the Adobe Creative Suite

Understand and address tech problems

Further develop my communication skills through work with various organizations and individuals

Strategies/Tactics:

Look at other prom collateral, annual reports, and wedding invitations to gain a better understand what they look like

Research design and graphic design theory in order to apply it to my various projects

Continue working on my skills with the Adobe Creative Suite

Evaluative Standards:

Is it what the client wants? Am I listening and understanding wants and needs?

Are the designs not only effective but also aesthetically pleasing?

Do these various projects represent the respective organizations and individuals well?

Do they look nice? Professional?