

**Student Personal Interests**

_____	_____
_____	_____
_____	_____
_____	_____
fear _____	vice _____
regret _____	over my dead body _____
makes me angry _____	happy place _____
my nightmare _____	hidden talent _____
	my best day _____

**Design Project Possibilities**

*\* these project will probably need to combined with other projects to meet the capstone requirement. You'll need to pick two \* items. Unless you can make them extraordinary!*

*These are only suggested projects, please add to, redefine or submit your own proposal.*

**Restaurant Package:** *Create a name and theme using contrasting ideas, such as Zach Kutz's "Woking Dead" where Chinese wok cooking is combined with a Zoombie Theme. Design a Multi-page Menu, Table Tents, Boxes and/ or bags, Place Mats and Web Site. One page paper explaining content and approach.*

**\*Symbol/Stationary Suite:** *for either an existing company or use one of these names, Black Rock Cafe, Crackers Comedy Club, Valhalha Fitness Center, Main Event Sporting Goods or Alchema Sparkling Water, add a package design to make it a single/complete project.*

**\*Icon Poster:** *design graphic translations of 9 – 12 animals, tools, flora, fauna or body parts.*

**Alphabet poster/book:** *take each letter of the alphabet and make a playful poster for children and a book that creatively illustrates a theme, such as animals, use existing images that look like the letters forms or add graphics that corresponds to each letter, "B" is for \_\_\_\_\_.*

**\*Strange Anatomy book:** *Design a book of human or animal anatomy by scanning various line drawings and changing the parts. Combine human with animal, animal with mechanical, etc.*

**Holiday/Observance Day Promotion in a box:** *Design a promotion for your favorite or better yet, an obscure holiday or special day observance. This might include a card, paper ornament, description sheet, party ideas, food and drink suggestions, travel brochure, etc., all contained in an appropriately designed box or bag.*

**New Years promotion:** *Design a unique promotion to celebrate next New Year's Eve 20\_\_\_. Invitation, food or package, environmental graphic, banners, calendar countdown, brochure, etc. This should be an extensive group of objects designed with a concept that is unique–Don't bore us with the usual.*

**\*Playing cards:** *Pick a theme and design a set of playing cards. Maybe a design or typographic theme. What about oversize cards that might become collectibles. Include a custom-made box.*

**\*Postcard collection:** *Oversize cards (12 min.) in a box or wrapped in an unique fashion on a historic, military theme or other theme.*

**\*Herbal Teas promotion:** *Essentially a package design project, but does the tea need to be in a rectangular box? Brand names or flavors can be: Appointea, Guaranteea, Absentea, Tennessee Tea, Yangtze, Senilitea, Curiositea, Sanitea, Profanitea, Insanitea, Calamitea, Inhumanitea, Synchronositea, Vanitea, Puritea, Absurditea, Abnormality, Agreeabilitea, Divinitea, Bioactivitea, Carnalitea, Moralitea, Congenialitea, Comprehensibilitea, Hilaritea, Christianitea, Necessitea, Uniformitea, Immunita, Possibilitea, you get the idea! (Min. 7 tea boxes in a box.)*

**\*Split-page image book:** *A children's or adult book that allows you to alter the face or body by flipping a page to change the eyes, mouth or nose.*

**"I Believe ..."** Statement posters: *Do you have something to say about – the environment, war, poverty, etc. (5 posters min.)*

**Type book** *w images: Tell us about a type designer and his/her contributions or a typeface(s) you love! Make it an educational training tool for design students. (12 spread min. with covers and end papers.) Consider unusual bindings, folds, pop-outs or fold outs.*

**Promote-A-Fish Book:** *You don't have to love fish or fishing! Show us in a very clever way what makes trout or bass or marlin so interesting or ugly. Or make new fish creations by combining scanned line drawings or photos together to make new fish. Support your fish book with text. Consider packaging the book in a box. Maybe a section of the book displays an actual lure. It might contain interesting facts, recipes, maps, history or even take on a historical/retro look.*

**\*Design cookbook:** *Create a book about design elements and principles that becomes a sort-of-how-to-do book for designers/non-designers.*

**How-To book & Interactive design:** *Take an ordinary how-to and make it extraordinary book and website.*

**Board game:** *Game lovers only. Create a new game idea and make the graphics sing! Include game board, game pieces, instructions, cards and box.*

**\*Oversized Newsletter/Type dominant:** *Based on a recent news article you've read or on creative wordplay.*

**Event package** *w flyer, poster, book or brochure, Invitation, tickets and ticket holder, wrist band ID or event pass lanyard.*

**\*Brochure design** *on sub-culture, underground activities, youth culture or gardening.*

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Fill out the lists below:

**Capstone Projects Ideas**

_____	_____
_____	_____
_____	_____

**Revised Project List**

_____	_____
_____	_____
_____	_____
_____	_____

**Drawings you need to do for transfer**

_____	_____
_____	_____
_____	_____

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**STRENGTHS**

What are you most skilled at? \_\_\_\_\_

What secondary skills do you possess? \_\_\_\_\_

Who needs what you have? \_\_\_\_\_

What do other people see as your strengths? \_\_\_\_\_

What are your personal characteristic strengths? \_\_\_\_\_

**WEAKNESSES**

Which of your job-related skills need improving? \_\_\_\_\_

What are your negative personal characteristics? \_\_\_\_\_

What types of tasks do you find difficult to perform? \_\_\_\_\_

\_\_\_\_\_

**OPPORTUNITIES**

Do you have a clear idea about what you want to do for a living? What is that? \_\_\_\_\_

\_\_\_\_\_

Do you know what size company you want to work for? \_\_\_\_\_

Are you aware of any interesting trends in your field? \_\_\_\_\_

Does your knowledge of technology give you a competitive edge? \_\_\_\_\_

How? \_\_\_\_\_

Would additional education could help you get the job you want? \_\_\_\_\_

Would relocating enhance your job prospects? \_\_\_\_\_

**THREATS**

What is the likelihood that your field will be downsizing? \_\_\_\_\_

Do you need to change the nature of what you do in order to stay employed? \_\_\_\_\_

Who are your competitors and what are their skills? \_\_\_\_\_

What obstacles do you face to improving your knowledge of the field? \_\_\_\_\_

Are technological advances threatening your design position? \_\_\_\_\_

Know where  
you're going  
**before**  
you try  
to get there!

**1. Corporate identity materials for a company**

- Logo (black-and-white or color)
- Letterhead (logo, address, phone, fax, e-mail, Web site)
- Envelope (logo, address)
- Additional pieces such as uniforms, shipping labels
- Graphic standards manual

**2. Folder or brochure**

- Trifold? Gatefold?
- Pocket inserts

**3. Poster**

- Ideas: concert, gallery opening, new movie coming soon, your own interests or a poster about your skills, political statement, etc.

**4. 3-D design**

- Food, perfume, toys

**5. Web design**

- Home page
- Objectives page
- Resume page
- Gallery page
- Contact Me page

**6. Magazine cover page and table of contents**

- Four-page editorial spread

**7. Twenty photo images that show your designers eye**

- Digital or traditional
- Presented in a bound book or contact sheet

**8. Digital CD portfolio-Must include:**

- Home page
- Résumé page
- Gallery page
- Contact Me page

**9. A book of rough concepts**

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**1. Advertising**

Advertising campaigns, including:

- Printable
- Broadcast radio or TV
- Support collateral for your campaigns
- Postcards, mailers, pens, pencils, fortune cookies with your business card, gift bags filled with small examples of your work - in short, any material that will help the potential employer remember you.

**2. Graphic design**

- Direct mail
- Out of home (signage, bus wraparounds)
- POP (point-of-purchase) displays-those neat promotions that you see in the front of the supermarket, such as "Back to school" or "Holiday decorations"
- Corporate promotional pieces
- Multipage documents
- Newsletters
- Information graphics (charts, illustrations)

**3. Additional editorials**

- Magazine cover, table of contents
- Multipage spreads
- Newspapers
- Books

**4. New media**

- Web sites
- Interactive CDs
- Banners
- Presentations

**5. Illustration/photography**

- Posters
  - Ads
  - Books
  - Editorial
  - Magazine layout
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