Technological advances in media and marketing have created both new obstacles and new opportunities for graphic designers. Younger demographics in particular are consuming more media and at a faster rate from sources that did not exist a generation ago. Learning to capitalize on these changes to the media landscape will be an important factor in the future of graphic design.

TV Service: Design a Branding Campaign for the post Millennial Generation

For this performance assessment your team will be a small design group working on behalf of Hawaiian Telcom who are looking to market their TV services by adapting to technology changes such as social media and mobile connectivity that could appeal to a younger demographic of customers. Hawaiian Telcom is requesting the creation of an original tagline and logo design that positively represents both their company and their digital TV services. This logo should compliment the existing Hawaiian Telcom logo and be used extensively along with your tagline in the example materials you produce.

To evaluate the strength of your design Hawaiian Telcom is specifically requesting to see your designs used in both a pop-up style and traditional print ad for audience appropriate publications. Hawaiian Telcom would also like your team to illustrate examples of your logo used in age appropriate giveaway materials that can be handed out during promotional events. It is recommended that your team find ways to integrate modern technologies into at least one of your examples.

> **About Hawaiian Telcom**
>
> *Headquartered in Honolulu, Hawaiian Telcom is Hawaii's leading provider of integrated communications solutions for business and residential customers. With roots in Hawaii beginning in 1883, we offer a full range of services including voice, video, Internet, data, wireless, and advanced communication and network services supported by the reach and reliability of its network and Hawaii's only 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always On customer experience.*

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are allowed to create and present a second alternative design during their presentation, but additional designs must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your technology strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and test your team's material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

Deadline: 9:00pm April 28, 2014. All digital materials will be submitted on a flash drive to be provided.
Failure to follow event rules can lead to significant penalties and/or disqualification.
Additional event rules include but are not limited to:

- Presenting external resources without proper citation or credit.
    - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
    - Any media intended for online distribution should be presented in an offline format.

Graphic Design
Performance Based Assessment SY2014
Student Deliverables

Prior to Event:

Research Paper   (50 points)
- ✓ Research paper concerning new technology used by graphic design to target younger demographics.
- ✓ Papers due by February 14th, 2014.

Online Testing   (50 points)
- ✓ 50 question multiple-choice AC Core exam, administered online.
- ✓ 50 question multiple-choice Graphic Design I exam, administered online.
- ✓ All testing to be completed individually within the testing window prior to the event.
- ✓ All team member scores will be averaged together for a maximum total of 50 points.

Day 1 (April 28th, 2014) – Production:

Production Materials   (50 points)
All deliverables and digital material will be collected via USB flash drive.
All deliverables are due by 9:30 p.m.
- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Uploading any project materials to unsecure sites is prohibited; online aspects of your design should be presented offline.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
- ✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
- ✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

Printed Media   (required)
- ✓ At least two printed or physical examples that represent your proposal are required.
- ✓ Examples of your design are to be given to the judging panel during your Day 2 presentations.
- ✓ Printed materials should also be available in digital form and saved to a common graphic format such as GIF, JPG, PNG, or PDF.
- ✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to non-standard media.
- ✓ A color printer will be available in a common area for teams to share but technical support will be limited.

Presentation Media   (required)
- ✓ PowerPoint or other presentation software outlining the Day 2 oral presentation is strongly recommended.
- ✓ Presentations should integrate displays of their example work including digital versions of any printed media.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
  - ◦ Full size printouts of presentation slides are not required; a scaled down handout format is preferred.
- ✓ Teams will be providing their own presentation computers and should be prepared accordingly.
- ✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

Day 2 (April 29th, 2014) – Presentation:

Team Oral Presentation   (25 points)
- ✓ All teams must be ready to present by 8am, presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A VGA projector will be available at each presentation area but teams should be prepared with their own adapters.
- ✓ Each team will have up to a maximum of 15 minutes for their presentation.
- ✓ The presentation must include the example materials created the previous day.
- ✓ Both members of the team must have a speaking role in the presentation.

Question and Answer Session   (required)
- ✓ Directly following the oral presentation will be a 5-minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.

Arts and Communications Career Pathway
Graphic Design Cluster Standards

ALG 1.0: Evaluate the evolution of graphic design for its dynamic relationship to society.

1.1: Assess the influence of society on the evolution of graphic design.
1.2: Assess the use of graphic design to communicate messages or influence society.
1.3: Assess the use of graphic design to elicit desired responses.

ALG 2.0: Comply with legal and ethical practices in the creation and distribution of graphic design to facilitate the protection of developers and consumers.

2.1: Anticipate ethical issues found in graphic design to make appropriate decisions related to clients, co-workers, and society.
2.2: Evaluate legal issues related to the creation and use of graphic design to minimize the risk of consequences.

ALG 3.0: Evaluate the use of graphic design theory to convey specific messages.

3.1: Assess the application of graphic design elements, principals, and techniques to determine their effect on design and messaging.

ALG 4.0: Synthesize graphic design techniques to produce a message or concept that addresses the needs of a client.

4.1: Develop a message, idea, or narrative concept that addresses client needs.
4.2: Create or acquire pre-production assets for a graphic design product that addresses client needs.
4.3: Create a graphic design product from budgeted resources that addresses client needs.
4.4: Collaborate with others to meet design objectives.
4.5: Apply appropriate interpersonal skills to establish positive and sustained relationships with clients.

ALG 5.0: Apply ergonomic work practices to enhance safety and create an optimal working environment in the graphics design industry.

5.1: Anticipate potential health and wellness concerns while working in graphic design to enhance workplace safety and efficiency.