

**TCO 285
Midterm Exam
Due via Dropbox by midnight, March 6, 2014**

Section One – Document Evaluation – 50 points

Follow the links below to view **each** document in .pdf format. You must have Adobe Reader to view the flyers (but you probably already do). Upon clicking the link, the .pdf will open in your browser. In a Word document, write **4-5 paragraphs** and comment on the use of:

| | |
|---------------|------------------|
| Balance | Visual Identity |
| Unity | Directional Flow |
| Visual Weight | Focus |
| Grid design | Typography |
| Closure | Consistency |

In one additional paragraph, explain at least **two strategies for** improving the document based upon the principles of design. Do this for **both** documents.

Finally, **allocate 100 points** to the criteria listed above to each document and in 2-3 sentences, justify the total score you apply to each document as if it represents a grade.

Document 1: Kennesaw State University Library Brochure (note: it is 2 pages; use the PDF navigation to see both pages)

http://www.kennesaw.edu/learning_ctr/PDF/Resource%20Library.PDF

Document 2: Texas A&M Concert flyer

<http://www.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/music/jrsrHonorBand/honorBand.pdf>

Note: Your answers will be evaluated on their substance and how well you justify your comments based on standard principles of design.

Section Two – Document Planning and Design – 50 points

Read and respond to the following scenario.

The Scenario

George Smith, a local resident and parent of two elementary school children, has noticed that about 30% of Bibb County students attend private schools. Mr. Smith believes more families should support public schools within the county, so he is considering the creation of a new community organization titled **“Parents Supporting Bibb County Public Schools”**.

Mr. Smith has a great deal of desktop publishing and marketing experience. You have just been hired as a marketing and public relations representative for the Bibb County School System and are newly

assigned to work with Mr. Smith. You schedule and conduct a meeting with him to discuss his goals. You commit to helping him and plan to meet again in one week.

This is what you learn from your first meeting with Mr. Smith:

1. Mr. Smith believes mass-printed signs posted at intersections (like campaign signs) are best for rapid marketing. (You probably don't agree.)
2. He wants to do a mass mail-out to all parents of school-age children. (You probably don't agree).
3. He doesn't have very much money, as he is financing most of this himself.
4. The school system already has a plethora of brochures, flyers, and newsletters that don't attract very much attention.
5. He wants to create a website for his Parents group and market it so that the parents use it.

As you begin developing a plan for him, you remember these thought-provoking questions from that TCO 285 class you had at Mercer. You use these questions to help you understand your task.

1. Who is his audience?
2. What is his purpose?
3. What types of documents would be best to publicize this new organization?
4. What design strategy would you recommend – meaning what type of design approach, methods you would use, and relevant principles of design based upon his audience and purpose?
5. Describe the kinds of documents you would build for him.

Your Tasks

Now, these are the actual tasks you must complete for Mr. Smith (and this section of the midterm):

- I. In a Word document, write 4-5 paragraphs that describe a proposal to Mr. Smith offering a clear definition of his audience, purpose, and recommendations for the document format(s) you consider to be most effective. Also, describe a design strategy – the design approach, methods you would use, and relevant principles of design.
- II. Now, create a logo for Mr. Smith's new organization and insert it into the prototype document you build. You may use Photoshop, InDesign, Paint, or anything you choose to create this logo. The logo should be the visual identify for the **Parents Supporting Bibb County Schools** group. You will use it in the next section.
- III. Now, choose **one** of the documents you have recommended and create a prototype of it in InDesign or Photoshop, filling in as many details as you can. Your prototype concept, along with your proposal, will be given to Mr. Smith in your next meeting to help him determine how to proceed. **If you create a document in InDesign, export it as a .pdf and post it to the midterm page.**

Use all of these elements:

- a. headline
- b. image(s)
- c. drop cap
- d. fill
- e. text w/ various formats & fonts describing the group
- f. color
- g. Contact information for Mr. Smith (just make it up)
- h. The logo you created

Again, your answers to Section Two will be graded based on their substance and adherence to standard principles of design. In the prototype, please use as many details as possible, and gather what information you might need from the Internet. Feel free to be creative.