



Creative Projects

GRAPHIC DESIGN



Project 1: Design Analysis

In this project, you will explore the field of graphic design by analyzing real-world visual designs. You will examine layout, color, typography, and overall effectiveness to understand what makes designs visually appealing and communicative. Using your research, you will identify trends and make recommendations for effective design.

Step 1: Analyze Designs (4-5 hrs)

Analyze **5-8 graphic designs** (posters, logos, social media graphics, advertisements, websites, etc.)

Record the following for each:

- Type of design (poster, logo, ad, etc.)
- Purpose and target audience
- Color scheme and typography
- Layout and composition
- Overall effectiveness (clarity, visual appeal, message)

Step 2: Organize Your Data

- Create a **visual comparison chart or table**
- Include images (if possible) with notes
- Group or sort in a meaningful way (by purpose, style, or audience)

Step 3: Analyze Design Trends

Identify patterns such as:

- Common color palettes or typography choices
 - Layout styles and visual hierarchy
 - Techniques that improve clarity and engagement
 - Differences across design types or audiences
- Answer:**
- What trends do you notice in graphic design?
 - What makes a design effective?
 - What challenges do designers face?

Step 4: Make Recommendations

Based on your findings, answer:

- What should designers focus on to create strong visuals?
- Provide 2-3 specific, realistic suggestions and explain them.

Examples might include:

- Using clear visual hierarchy
- Choosing effective color combinations
- Simplifying designs for clarity

Final Deliverables (2 Completed Projects)

2) Summary of Findings (Required)

1) Visual Comparison (Required)

A clear chart or table showing your 5-8 designs with analysis

Choose one format:

- 1-2 page written summary
- OR
- 10-12 slide presentation

Your analysis must include:

- Overview of designs analyzed
- Key design trends
- Explanation of effective techniques
- Your recommendations for improvement



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Project 2: Design Portfolio Pieces

In this project, you will take on the role of a graphic designer by creating original design pieces. You will apply design principles and trends to develop a small portfolio of work.

Step 1: Choose Design Types

Select **3–5 types of designs** to create.

Examples:

- Poster or flyer
- Logo or brand mark
- Social media graphic
- Advertisement

Step 2: Plan Your Design

For each piece, determine:

- Purpose and audience
- Message to communicate
- Color palette and typography
- Layout and style

Step 3: Create Your Design

Create **3–5 original designs** using digital or hand-created methods.

Each design should demonstrate:

- Clear visual hierarchy
- Effective use of color and typography
- Strong composition

Step 4: Write Design Explanations

For each piece, include a brief explanation that describes:

- Your design choices
- How it communicates the message
- How it connects to trends or principles

Final Deliverables (2 Completed Projects) ★

1) Final Designs (Required)

3–5 completed design pieces

2) Design Explanation (Required)

Written explanations for each design

3) Extension Activities (Optional)

- Create a full brand identity (logo, colors, typography)
- Build a digital portfolio
- Present your work in a design critique