

project::scout books

Scout Books Cover Design

Assignment ::

For this project we will be designing a cover for the 2024 Visual Communications Scout Book. Scout Books are small, pocket-sized notebooks with a custom cover design. Your assignment is to render both a front and back cover for a Scout Book to promote the VC program. Only one cover design will be selected for printing, with a plan to produce 300 copies at the Scout Book factory in Portland, Oregon. **All artwork must be hand-rendered**, the exception being the VC logo and URL which will be added later in InDesign.



Objectives ::

As you work your way through this project, concentrate your efforts on the following areas:

- **Creativity**—Designing for a design program is always hard. Create lots of thumbnail sketches of possible designs before committing to rendering one out more fully. Push the boundaries of what you might normally create stylistically all while working towards a design that can positively represent the VC program. Being creative extends to the wording—what words or slogan best represent creativity and the VC program? Even though October is the month of Halloween, try to stay away from that theme as this design must work across all seasons.
- **Craft & Polish**—By keeping away from the computer and focusing on hand-rendered art, you might be pulled from your digital safety-net. Be OK with starting over or making mistakes. Create initial versions with pencil, inking them in after the design has settled. You will be able to tweak the final designs using a computer.
- **Following the Specs**—Design projects always have some sort of constraints or required format. Be sure to read the specifications listed below and work to ensure your artwork meets the requirements.

Specifications ::

- All artwork must be hand-rendered.
- Front and back cover are **each 3.5" wide by 5" tall**. You can design the front and back together with a full **7 inches of width** to work within. Just be sure your design looks good when folded into booklet form.
- If your artwork touches the edge of the page, be sure to include an **1/8" bleed**. This means to draw your artwork beyond the edge of the page by just a bit so that during production the extra artwork can be trimmed off to ensure the artwork reaches the edges.
- We will be using just one ink color—**black**. That's it.
- Don't use shades of gray—focus on solid lines and fills. Hand-rendered textures and halftones (large dot patterns) are OK.
- Digital raster tools like ProCreate or Photoshop with a stylus/Wacom tablet may be used as long as the work is drawn by hand, not with digital tools.
- Be sure the final version is nice and dark in preparation for scanning. If you use pencil at first, ink it with a black Sharpie or other quality marker before submitting it.
- Digital tools may be used to edit, retouch, or otherwise make complete your designs. Plan on having a digital phase of your design process, scanning your work into Photoshop to fine-tune and output your work.

Design ::

The cover must relate to creativity and/or the Visual Communications program. As this is a pocket notebook for *sketching*, digital art and photography will not be accepted for the cover. You may add hand-rendered text as needed. The front cover may include a title or quote, or the art may stand alone.



The back cover must have room for the VC logo and our website address: www.chemeketa.vc. For the logo, do a simple hand-rendering just for reference or just leave a blank space. We will add these items in digitally for the selected design.

On the day of the critique, some student's designs will be selected for a second round. These students will complete any revisions (if necessary) and bring them to the next class session. If one of the first-round designs is a clear front-runner as-is, we will skip the second round. The final decision will be made by VC faculty and staff.

The selected final art will be placed into the template provided by the manufacturer. The covers will be printed on natural card stock with one ink color (black).

Presentation ::

To present your design to the class, first scan your design into the computer in **grayscale** at **full-size** at **300dpi**. Place the scanned version into the provided Photoshop template (Scout Books Presentation Template.psd) and adjust the scale as needed to fit the template. Use a simple Levels adjustment layer to increase contrast and remove any grayscale elements.

Print out your design in **grayscale** on the VC Color printer, then **trim it** out to the final size (7" wide X 5" tall), making sure all guides are turned off in the design template. Use the **.25" corner rounder** tool available in the VC Commons to round all four corners of your design for a nice, finished look.

Finally, **mount your artwork** on the provided mat board using double-sided tape, centering it within the mat board boundaries. More detailed instructions will be provided prior to the project due date. Write your name on the back of the mat board.

**Requirements ::**

By the beginning of class on the project due date, pin your mounted design to the critique wall. Designs not pinned to the wall by **9:30am** will not be accepted. We will be doing an in-class critique of the project, and you must be present for the critique to receive full credit. Be prepared to discuss your artwork with the rest of the class. Participation is important.

Your mounted Scout Book design is due for critique at the beginning of class on **Thursday, October 31st, 2024** (Week 05).

This project is worth 60 points.

Assessment Rubric ::

Your project will be graded using the following rubric:

ASSESSED OBJECTIVE	4	3	2	1
Specifications <i>12 points</i>	Size and mounting are done per instructions. Only black ink is used—no shades of gray or color. All work is hand-rendered	Size and mounting are done nearly per instructions. Some specifications are missed or incorrect	Size and mounting not quite done per instructions. Many specifications are missing or incorrect	Size and mounting specifications were not followed
Messaging <i>8 points</i>	Messaging clearly and positively promotes the VC program while avoiding clichés	Messaging is generally positive and promotes the VC program	Messaging is unclear or veers toward cliché	Messaging is not clear, vague, or too cliché
Design — Creativity <i>12 points</i>	Interesting exploration within the limits of the project. Addresses the problem in an interesting and unique way with graphic appeal. Effective use of positive and negative space, pleasing arrangement of elements	Addresses the problem but not particularly interesting or unique. Adequate use of positive and negative space, adequate arrangement of elements	Fails to address the challenge. Little thought to composition	Incomplete exploration.
Design — Content <i>12 points</i>	Content meets or exceeds assignment. Interesting statement or pizzazz beyond a decorative visual	Adequate content but elements missing Pleasing and decorative without a real sense of purpose or design	Partially complete or misses the point of the assignment.	Incomplete. No evidence of thought.
Craft & Polish <i>12 points</i>	Appropriate for subject. Edges clean cut and square to the board. No smudges. Neat gluing and mounting. Appropriate use of media.	Adequate but presentation does not add to value of project. Not square, or smudges or uneven adherence to surfaces or inappropriate use of media	Poor crafting or not appropriate for subject. Inadequate use of adhesives	Poor crafting and use of materials. Little evidence of attention to craft
Critique <i>4 points</i>	Present and participated in critique	Not present for critique		