

Trade 40

Graphic Design

Project: Mini Brochure & Pencil Box

Duration: 6 Hours

Candidate Project Book

Station number

Level

Date

Mark

Project Description

Background:

Since its inception in 1905, Rice College of Art & Design has been a vital part of Victoria, British Columbia and the Canadian art communities.

Rice College of Art & Design is one of the oldest post-secondary institutions in British Columbia and the only one that is dedicated solely to professional education and learning in the arts, media and design.

Project:

Rice College of Art & Design must produce all advertising and promotional materials by mid July in order to promote their school and outreach to prospective students and their parents. These range from poster design to adaptations like poster, tour invitations, catalogues, newsletter, and television advertisement, as well as larger formats such as bus advertisement, and subway billboards.

For this project, your objective is to create two pieces of advertising components:

1. Mini Brochure
2. Pencil Box

Target Market:

Prospective students (age 16-24) and their parents (age from 40)

Required Elements

Mini Brochure

- Text 1
- College Logo: Coloured, grayscale, or reversed versions
- Social Media Icons
- Shower Icons. Modifications are permitted
- Any graphics of your choice, use at least 5 of the supplied images from any of the 3 sets. Modifications are permitted

Map Modification*

- For the Mini Brochure, you need to make design modifications to the map, such as: the pointer, the colours, the lines, etc. to align with your design (see page 7)

Pencil Box

- Text 2
- College Logo: Coloured, grayscale, or reversed versions
- Social Media Icons
- Any graphics of your choice, use at least 3 of the supplied images from any of the 3 sets. Modifications are permitted

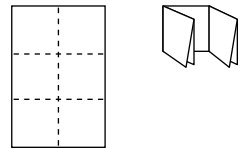
Supplied Elements

- Images (.jpeg)
- Text 1 and 2 (.rtf)
- College Logo: Coloured, grayscale, or reversed versions (.eps)
- Social Media Icons (.ai)
- Shower Icons (.ai)
- Map (.ai)

Technical Specifications

Mini Brochure

- Colours: Process
- Folds: Tri-Fold + Half Fold
- Sides: Double Sided
- Bleed: 0.125 inches
- Resolution: 175 LPI
- ICC Colour Profile for Images: US Sheetfed Coated v2
- Final Trimmed Size: 10 x 15 inches (5 x 5 inches when it is folded)



Pencil Box

- Colours: Process + 1 Spot colour for the dieline
- Bleed: 0.125 inches
- Resolution: 133 LPI
- ICC Colour Profile for Images: U.S. Web Coated (SWOP) v2
- Final Trimmed Size: Supplied dieline



Other Specifications

- Accepted image saving formats for print: TIFF (flattened), PSD (flattened), JPEG, AI, or EPS
- The RGB mode is not accepted in the final output
- The bleed value is the exact value without any tolerance

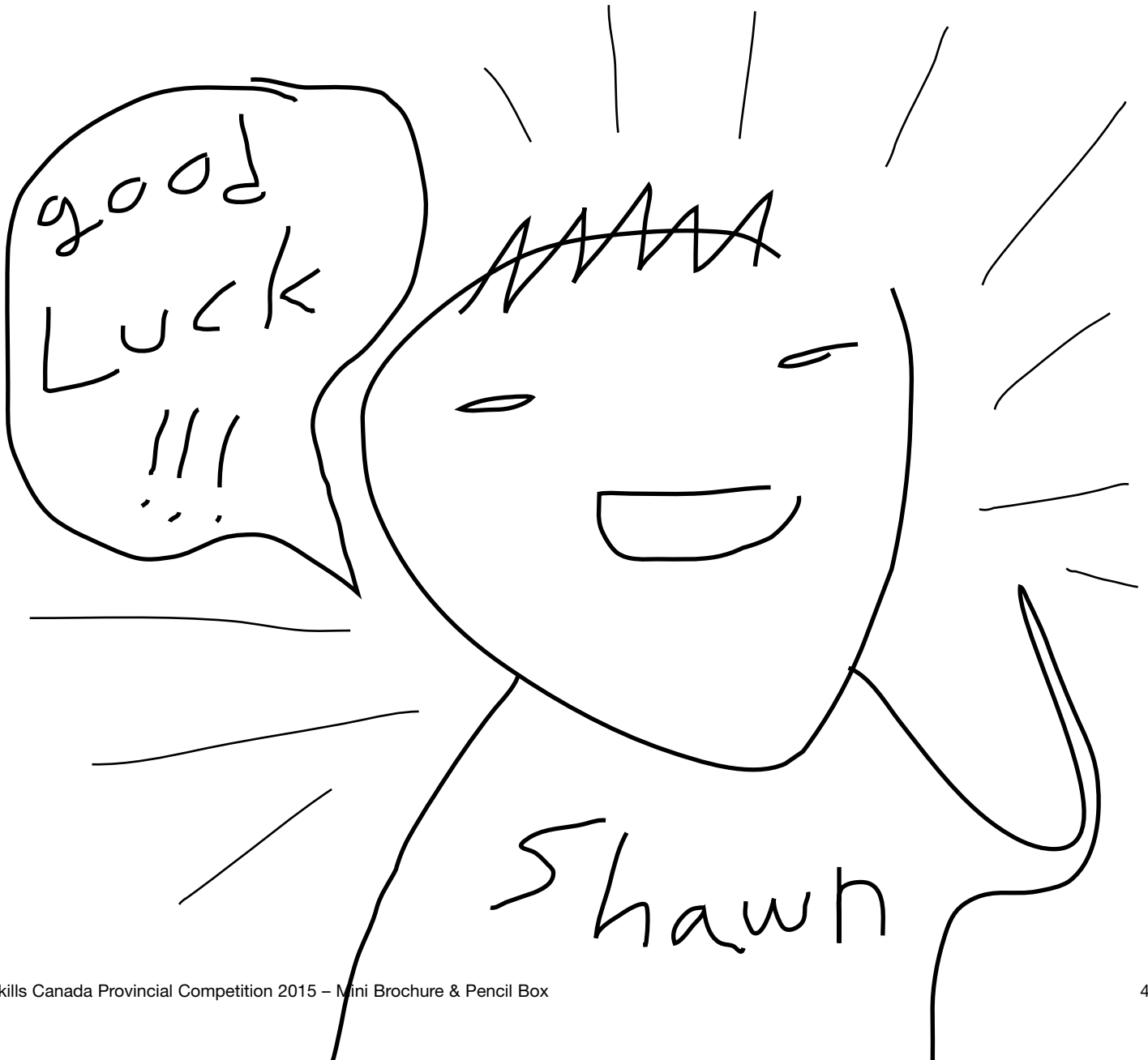
Production

For Mini Brochure you must provide:

- One trimmed colour composite printout
- One press ready PDF (including bleed, crop marks, fold line, registration marks and document info)
- One final folder for archiving including fonts, linked images, working files, final layout and PDF file

For Pencil Box you must provide:

- One assembled and glued packaging
- One press ready PDF (including bleed, fold line, dieline, registration marks and document info)
- One final folder for archiving including fonts, linked images, working files, final layout and PDF file



Content for Mini Brochure (Text 1)

Rice College of Art & Design Accommodation Guide for 2016 Entry

Accommodation at Rice College of Art & Design

Whether you prefer the supported environment of halls near the campus, or more independent living that lets you mix with a wider Victoria student population, Rice College of Art & Design offers a range of accommodation options:

- Rice College of Art & Design halls of residence on campus
- Privately rented apartment

“Coming from Tibet made moving to Victoria very different a bit daunting, but after coming to the Rice College of Art & Design open day I immediately felt the friendly vibe and relaxed atmosphere school has. I lived in halls in my first year, which was brilliant as you’re put in with a different mix of people who you find you very quickly become friends with!”

– Bok, lived in halls of residence

Rice College of Art & Design Halls of Residence on Campus

These halls are managed by Rice College of Art & Design, and most are either on campus or less than a 5-minute walk away. Our rents are cheaper than many other universities in the world.

- 842 single rooms available
- Located either on campus or just a few minutes walk away
- Self-catered accommodation with shared kitchens
- Supported by Resident Assistants, office and security staff 24/7
- Internet connection in all halls
- Wheelchair accessible/adapted rooms available
- Contract length varies from 38 to 51 weeks depending on your course of study and the hall you are allocated. Please see our website for details

Visit www.rcad.ca/accommodation for more images and virtual tours.

Room Types and Costs for 2016-2017

- Rent includes all utility bills, internet connection and basic possessions insurance. Cost depends on the size of the room (standard, medium and large rooms available)
- En suite single rooms: \$250-\$750/weekly
- Single rooms with shared bathrooms: \$120-\$230/weekly

Continued on next page..

Content for Mini Brochure (Text 1) *(continued..)*

Indication



Rooms with a private shower and toilet



Rooms with a shared bathroom

District 9 Hall **D9**

- 574 students in 16 self-contained apartment
- Room with 37 residents (1 kitchen) to 59 residents (2 kitchens)
- Most rooms have a sink
- 21 minutes walk from Campus
- Weekly rent: \$120-123

Ogopogo Hall **OH**

- 111 students in 12 self-contained apartment
- Room with 7 residents (1 kitchen) to 20 residents (2 kitchens)
- Most rooms have a sink
- 2 minutes walk from Campus
- Weekly rent: \$184-\$207

St. Shawn Hall **SSH**

- 94 students in 12 self-contained apartment
- Room with 8 residents
- Laundry facilities on site
- 2 minutes walk from campus
- Weekly rent: \$235-\$273

Epic Phailure Hall **EPH**

- 93 students in 19 self-contained apartment
- Room with 5 residents
- Laundry facilities on site
- 2 minutes walk from campus
- Weekly rent: \$257-\$262

Continued on next page..

Content for Mini Brochure (Text 1) *(continued..)*

Gryffindor Hall **GH**

- 390 students in 55 self-contained apartment
- Room with 4 to 8 residents
- Corridor layout hall; access to gardens
- 5 minutes walk from campus
- Weekly rent: \$578-\$631

Chosen Children's Hall **CCH**

- 48 students in 16 self-contained apartment
- Room with 3 residents
- Located on the same site as Gryffindor Hall, with access to Slytherin gardens
- 5 minute walk from campus
- Weekly rent: \$731-\$747

The Halls and the Local Area



Continued on next page..

Content for Mini Brochure (Text 1) *(continued..)*

Visit www.rcad.ca/accommodation/halls to find out more about what accommodation is available. You'll find information on facilities, room types, and costs, as well as virtual tours. This will help you decide which hall you'd like to apply for.

The online application process for 2014-15 will be open to new students from April 29, 2016. To apply go to www.rcad.ca/accommodation/apply

From April 29, 2016, students who hold an Unconditional or Conditional offer and have FIRMLY accepted their place at Rice College of Art & Design (including those who deferred their place):

1. Go to www.rcad.ca/accommodation/apply and register on the accommodation system with your Rice College of Art & Design student reference number and email address. Make sure you use an email address that you check regularly as this will be how we will let you know the status of your application at any given stage
2. Complete and submit an online application for accommodation
3. When your accommodation application has been successfully submitted, you'll receive an automated acknowledgement email

The deadline for application is June 6, 2016.

Please note that we receive a higher number of applications than we have places available. Applications are ordered by date received (among other factors), so applying for accommodation by the deadline will give you the best possible change of being allocated a place.

If you're allocated a place in one of our halls of residence, we'll let you know via email. This email will contain information about how to accept your place, how to agree to the terms of the contract, and how to pay a deposit if applicable.

You can find more information about the application process in the FAQ section at www.rcad.ca/accommodation

Rice College of Art & Design
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www.rcad.ca

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Fax: 250-766-5355
Toll-Free: 1-877-766-5455

 Follow us on Twitter @RCAD

 Find us on [facebook.com/RCAD](https://www.facebook.com/RCAD)



Content for Pencil Box (Text 2)



You, too, can be a guru.

 Follow us on Twitter @RCAD

 Find us on facebook.com/RCAD

Continued on next page..

Images

Rice College of Art & Design



RCAD-College-01



RCAD-College-02



RCAD-College-03



RCAD-College-04



RCAD-College-05



RCAD-College-06



RCAD-College-07



RCAD-College-08



RCAD-College-09



RCAD-College-10



RCAD-College-11



RCAD-College-12

Continued on next page..

Images (continued..)

Students



RCAD-Students-01



RCAD-Students-02



RCAD-Students-03



RCAD-Students-04



RCAD-Students-05



RCAD-Students-06



RCAD-Students-07



RCAD-Students-08



RCAD-Students-09



RCAD-Students-10



RCAD-Students-11



RCAD-Students-12



RCAD-Students-13



RCAD-Students-14



RCAD-Students-15



RCAD-Students-16



RCAD-Students-17



RCAD-Students-18



RCAD-Students-19



RCAD-Students-20

Continued on next page..

Images (continued..)

Students (continued..)



RCAD-Students-21



RCAD-Students-22



RCAD-Students-23



RCAD-Students-24



RCAD-Students-25



RCAD-Students-26



RCAD-Students-27



RCAD-Students-28



RCAD-Students-29



RCAD-Students-30



RCAD-Students-31



RCAD-Students-32



RCAD-Students-33

Continued on next page..

Images (continued..)

Accommodation



RCAD-Accommodation-01



RCAD-Accommodation-02



RCAD-Accommodation-03



RCAD-Accommodation-04



RCAD-Accommodation-05



RCAD-Accommodation-06



RCAD-Accommodation-07



RCAD-Accommodation-08



RCAD-Accommodation-09



RCAD-Accommodation-10



RCAD-Accommodation-11



RCAD-Accommodation-12



RCAD-Accommodation-13



RCAD-Accommodation-14



RCAD-Accommodation-15

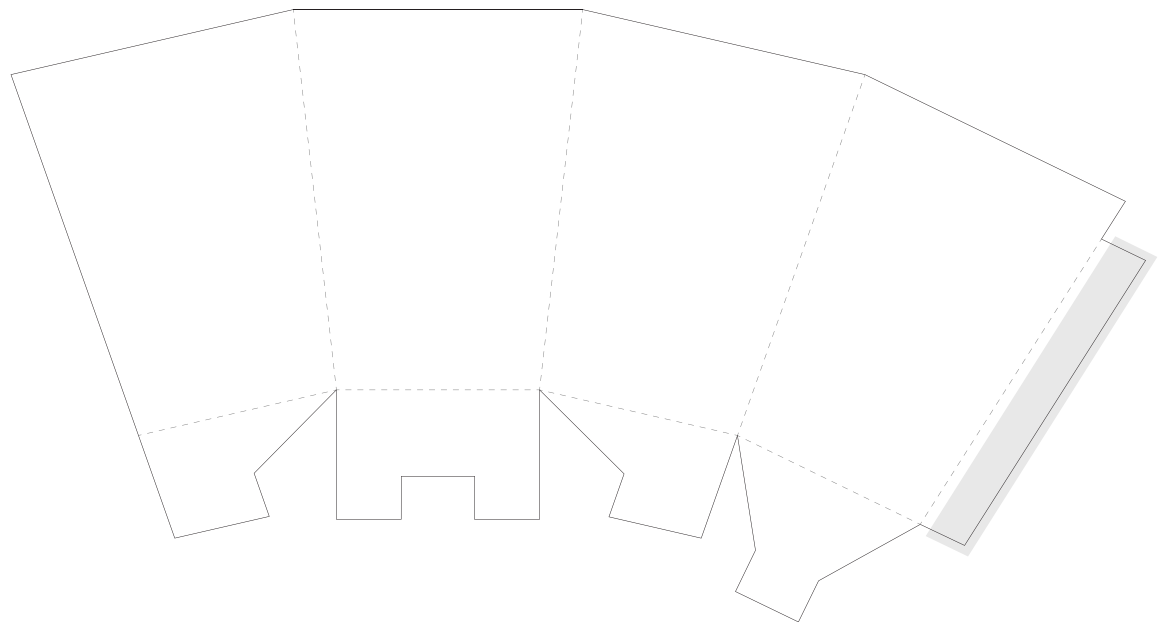
Logos




Icons



Dieline



 Ink-Free Zone (glue)

 Trim

 Score / Fold

Marking – Secondary

Technical elements (objective): 60%

	<i>Mini Brochure</i>	<i>Pencil Box</i>	<i>Total</i>
1. Computer: Images			
1.1 Correct colour mode of all images	2	2	/4
1.2 Correct colour ICC profile in all used images	1	1	/2
1.3 Correct resolution of all used images	3	3	/6
1.4 Correct saving formats of all images	1.5	1.5	/3
			/15
2. Computer: Layout			
2.1 Correct measurements	2	2	/4
2.2 All the required elements are present	9	4	/13
2.3 Bleed is done at exact value	2	2	/4
2.4 Fold lines and dieline are present in the layout	1	1	/2
2.5. Glue area free of ink	-	1	/1
			/24
3. Saving Abilities			
3.1 PDF for press is correct size	1.5	1.5	/3
3.2 PDF for press includes trim marks	1.5	1.5	/3
3.3 PDF for press is correct colours	1.5	1.5	/3
3.4 The final folder for archiving is correct and complete including working files, fonts, all elements	1.5	1.5	/3
			/12
4. Final Presentation			
4.1 Everything is printed, trimmed and assembled	4.5	4.5	/9
			/9
Sub Total			/60
<i>Creative and Aesthetic Elements (subjective): 40%</i>			
5.1 Appropriate to the target market	1.5	1.5	/3
5.2 Use of images	3	3	/6
5.3 Font choice – size, colour, legibility, impact	3	3	/6
5.4 Concept – originality, idea	3	3	/6
5.5 Layout – composition, balance, shape, space	3	3	/6
5.6 Impact of design execution	5.5	5.5	/11
5.7 Cohesiveness of all elements	2		/2
Sub Total			/40
Total			/100

Marking – Post Secondary

Technical elements (objective): 60%

	<i>Mini Brochure</i>	<i>Pencil Box</i>	<i>Total</i>
1. Computer: Images			
1.1 Correct colour mode of all images	1.5	1.5	/3
1.2 Correct colour ICC profile in all used images	1.5	1.5	/3
1.3 Correct resolution of all used images	1.5	1.5	/3
1.4 Correct saving formats of all images	1.5	1.5	/3
			/12
2. Computer: Layout			
2.1 Correct measurements	1.5	1.5	/3
2.2 All the required elements are present	9	4	/13
2.3 Bleed is done at exact value	2	2	/4
2.4 Fold lines and dieline are present in the layout	1	1	/2
2.5. Glue area free of ink	-	1	/1
			/23
3. Saving Abilities			
3.1 PDF for press is correct size	1.5	1.5	/3
3.2 PDF for press includes trim marks	2	2	/4
3.3 PDF for press is correct colours	2	2	/4
3.4 The final folder for archiving is correct and complete including working files, fonts, all elements	2.5	2.5	/5
			/16
4. Final Presentation			
4.1 Everything is printed, trimmed and assembled	4.5	4.5	/9
			/9
Sub Total			/60
<i>Creative and Aesthetic Elements (subjective): 40%</i>			
5.1 Appropriate to the target market	1.5	1.5	/3
5.2 Use of images	3	3	/6
5.3 Font choice – size, colour, legibility, impact	3	3	/6
5.4 Concept – originality, idea	3	3	/6
5.5 Layout – composition, balance, shape, space	3	3	/6
5.6 Impact of design execution	5.5	5.5	/11
5.7 Cohesiveness of all elements	2		/2
Sub Total			/40
Total			/100