

First Project: Peaceful Green Planet

You will design a logo, website and 2 billboards for a new non-profit called Peaceful Green Planet. all artwork has to be your own. Nothing from the internet. (if you are doing this for 3 credits only 1 billboard instead of two)- use at least two computer programs.

Who We Are

Peaceful Green Planet promotes world peace and harmony through technology and education.

“Our Challenge: To use information technology to improve education and shape a future that avoids these blunders.”
the tilt group

TimeLine

2/4 Concept paper due

2/8 first Logos due (there should be at least 3 options) & Thumbnails for billboards

2/15 Billboards due and redoes of logos

2/22 website due- redoes of billboards and logo finals

2/28 redoes of billboards, websites and thumbnails of next project.

3/2 printouts for portfolio

What do I want in a concept paper? Approx 1-2 pages

“a problem-solving methodology and demonstrate conceptual thinking skills through linear and nonlinear processes”

1. Start with an executive summary* of everything that you have learned to create this project -where you are planning to go - and concept
2. Research similar non-profits, how are they marketing themselves? What are their choices of logos colors and looks. What is the most effective way to get your point across. What have they done that works- and what doesn't work.
3. Propose your plan of action. Start abstractly and conceptual and then go into concrete detail for logo- billboards- website

*Website:

It's website will be a location to share information and resources, and get contributions . It's target audience is teachers, students, politicians, businesses and just normal folk. The Universal Links will be:

About:::Resources::: Consulting::: Join::::Contribute::::Links:::Blog (not necessarily in this order)

This is just a mock up. It can be done in flash, dreamweaver, photoshop, or illustrator,

The mock up should show the main page and an inside page and what the rollovers should look like.

webpage size: 800 (Width PX) X600 (height PX)- image size 1000Px-800 px (so they'll get a feel for your background image)

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*The Bill board: pick 2

The bill boards will have as their tag lines the 8 blunder that lead to violence by Gandhi. Each billboard will have 1 blunder-

BLUNDERS OF THE WORLD THAT LEAD TO VIOLENCE

*Wealth without work
Pleasure without conscience
Knowledge without character
Commerce without morality
Science without humanity
Worship without sacrifice
Politics without principle
Rights without responsibilities [Arun Gandhi]*

Logo: Get the idea?



*Helpful web info

Executive summary: http://www.ehow.com/how_16566_write-executive-summary.html

Website mockup: <http://www.justinmind.com/blog/?p=282>

website usability: http://www.lucastraining.es/herramientas/e_marketing/Website%20Usability%20Guidelines,%20Nielsen,%20Tahir.pdf

billboard sizes <http://www.wiu.edu/art/courses/handouts/billboardimages/billboards.htm>