Final Project Overview

* Worth 30% of your final mark.
* Treated like an exam- no extensions will be given and anything not handed in at the time of the deadline will be given a zero!
* You can complete it individually or in partners.
* There will be a critique for your final project on TUESDAY, NOVEMBER 26 and it will be due at the start of class on MONDAY, DEC 2.

The general concept of your final project is simple: create a project that allows you to use the skills you have learned in the 4 programs we have used: Illustrator, Photoshop, Audition and Premiere. There are specific requirements as to which skills you must demonstrate, but in the end, you must create a final piece that allows you to compile what you have learned into an innovative, well-designed project that fulfills high standards.

We are intentionally asking that YOU come up with the project platform, and execution plan. Over the semester, we have given you very detailed creative prompts and frameworks in order to guide you in producing a variety of multi-media works. Now we want to see what you can produce with your own creative freedom and vision.

However, some of you may have a meltdown if we don’t give you a few suggestions ;) So here are a couple ideas to get you started, however, we strongly encourage you to produce your own unique project idea.

* An awareness campaign
* A small business marketing package
* An event promotion
* A short film
* A music album release

**Final Project Requirements**

**Creativity [3%]**

1. Find pieces of inspiration and organize them into a package/page that you can refer to regularly.
2. In writing, describe your vision and intended purpose for your project. How will you use each program?

**Process [3%]**

1. Create a key describing the location of each requirement in writing and with a screen shot.
2. Describe how you overcame your greatest challenge during this project.

**Illustrator [4%]**

5) Use a downloaded vector graphic

6) Create one vector graphic using the pen tool or shape tool

7) Use a downloaded font\*

**Photoshop [4%]**

8) Apply a layer mask

9) Use at least one brush

10) Use a downloaded font\*

\*Can be the same font as used in Illustrator for unity purposes.

**Audition [4%]**

11) Record something

12) Apply Mastering

13) Use one volume or pan envelope (fade in/fade out not included)

**Premiere [4%]**

14) Edit recorded and/or pre-existing footage

15) Incorporate background music

16) Use at least one split screen

**Explorations [2%]**

17) Must use at least one technique in one program that is new to you. In other words, discover how to use a tool or technique by watching a tutorial or through self-discovery.

**Portfolio (must be professionally bound or digital) [2%]**

18) Table of Contents

19) Must include all work from the semester (visions, final drafts, critique versions, etc) that you handed in, including screen shots from Premiere Dance Video.

20) Must include artist’s statement.

**Overall Success [4%]**

21) Describe how successful you feel your project was through reference to the intended purpose of the project and how well that purpose was conveyed through multiple forms of media. Your description will be considered alongside your teacher’s appraisal of the overall success of your project.

**TOTAL [30%]**

**Writing Your Artist’s Statement**

**Your artist’s statement should be 4 brief paragraphs, written in present tense, that explore the following:**

Paragraph 1: Why you enjoy working creatively and what inspires you.

Paragraph 2: What your strengths are and what your favourite medium is.

Paragraph 3: How has creating, critiquing, and presenting media arts helped you develop as a media artist?

Paragraph 4: What you would like to continue to work on and what you hope your work provides to the viewer.

**Requirements Key**

|  |  |  |
| --- | --- | --- |
| Requirement | Screen Shot | Description |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |
| 9 |  |  |
| 10 |  |  |
| 11 |  |  |
| 12 |  |  |
| 13 |  |  |
| 14 |  |  |
| 15 |  |  |
| 16 |  |  |
| 17 |  |  |