

Prep to Sell Site Project #2 (part 4)

Description

This project is geared toward the collection and organization of all the collateral generated and prepare to sell the design. To be able to sell it we need to decide what is important for the client to know, any features we are proposing, how it helps versus their competitor and why we did what we did.

Requirements

- Gather .jpgs of comps to place into html files for digital viewing
- Create html files with digital comps, place them on your domain and log the urls
- Create pdf of print files (ones that would be printed and mounted for display)
- Create an informational packet/handout for client (include urls to digital comps)
 - Include why you did what you did, any features explained and any other information you want the client to know
- Prepare a presentation
 - Must include a powerpoint, keynote or presi type
 - Can include short video
 - Must include outline of what you intend to say
 - Show examples of what the competitors are doing
- All information in the presentation should be included in the packet!
- NO special characters or spaces in all folder and file names!

To Turn In

- A folder containing:
 - A pdf of print files
 - A pdf of your handout/packet
 - Your presentation (powerpoint, keynote or presi type)

Grade determinations

- Satisfying requirements and turning in all “turn in” items: 75%
- design edge and flow 25%
- Total points for Project: 20

Aaron C. Neeley, MFA
Assistant Professor of Art
aneeley@truman.edu
660-785-4418
OP 1231

Spring 2017
TTh 10:30-1:20 pm
Jan 17th-May 5th
Final: May 8, 9:30 am
OP 1220/1224