

PROJECT 02

OPTIM
TION
SMILE

SENIOR DESIGN STUDIO

Choose one of the following options for your final project:

*** You Do You**

Create a project that is manageable in terms of scope / time that prominently showcases your strongest skill(s) as a designer.

*** Rebrand an existing non-profit organization**

Choose an existing non-profit organization that is in need of a re-brand—specify why this particular organization needs a change and create a set of materials that defines a new direction based on identified needs. You may choose a large non-profit such as one of these (<https://www.forbes.com/sites/williambarrett/2016/12/14/the-largest-u-s-charities-for-2016/#78fa64f44abb>) or you may choose a more obscure local / regional organization. When choosing, consider the organization's current public visibility and how that may affect your design challenge—also consider project scope and time.

*** Re-work another one of your existing projects**

Choose another project you already have to improve for inclusion in your design portfolio, craft and follow-through with documentation will be emphasized.

*** Elect to skip project with no penalty to work on portfolio website and résumé.**

If you choose this option, I would recommend crafting a printed book or printable pdf to accompany your site.

Schedule (pencil in)

03/13)

04/10)

03/15)

04/12)

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03/20)

04/17)

03/22)

04/19)

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04/24)Final project due

03/27)

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FINAL EXAM TIME: 05/02) 5:30-7:30 PM—OR — 10AM-Noon

03/29)

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04/03)

04/05)

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