Task Description

Boston Tea Party
– print campaign

Course:
Creative Strategies – Print

Topic Leader:
Tamás Marcell

Technical Support:
József Gergely Kiss
József Szili

Start:
04/09/2023, 13:40

Date of Courses:
Week 1:
Monday 13:40–16:30
Wednesday 13:40–16:30
Thursday 13:40–16:30
Week 2-4:
Monday 13:40–16:30
Thursday 13:40–16:30
Week 5:
Monday 13:40–16:30
Wednesday 13:40–16:30
Thursday 13:40–16:30

Location:
Week 1: Room B_001 or Room B_201 / Consultations: Base/Graphic Home Space
Week 2–5: Base/Graphic Home Space / MOME Two T/111 - Graphic Workshop

Topic

Print based, package- and campaign design/strategy for Zhao Zhou tea house & shop, focusing on the Boston Tea Party's historical context, in a modern visual interpretation.

Content

Boston Tea Party, (December 16, 1773), incident in which 342 chests of tea were thrown from ships into Boston Harbor by American patriots. The Americans were protesting both a tax on tea, and the perceived monopoly of the East India Company.
The aim of the task is to create tea packages, and an introductory campaign of Zhao Zhou teahouse & shop. The keyvisuals and the visual conceptions must refer the (today's 250 years old) Boston Tea Party's historical moments. The final design elements have to present a modern and contemporary graphical solutions.

https://en.wikipedia.org/wiki/Boston_Tea_Party
https://zhaozhoutea.com/hu/

Completion of the task

1. Theoretical foundations
- Theoretical context/knowledge of the Boston Tea Party's historical circumstances
- Comprehensive research and knowledge of the tea specialties
- Comparison and analysis of different tea packages and campaigns
- Defining the conceptual starting points of keyvisual+concept of the tea campaigne and packages' visualities

2. Concept design
- Developing a content concept
- Definition of media, visual interfaces, materials and printing method
- Fitting the graphic parts of the visual concept into a system (defining the structure of colors, shapes, image and typographic/graphical system)
- Develop the graphical concept and the keyvisual (finalize the main visual character in a relation of the concept)
- Preparation of sketches and visual plans showing the overall conceptual design of the project

2.2 Graphic elements/interfaces
- 3 tea package designs *(presented in printed and executed forms)*
- Print-based campaign interfaces:
  - Poster, billboard, citylight, rollup, flyer
  - campaign elements. which are appearing in a shop: shopwindow, counter, floor vinyl
  - *(optional)* BTL/guerrilla campaign elements

2.3 Execution
+ Workshop work and consultations
+ Pre-press, printing and implementing

+ Final presentation: which is presents the research, the visual conception, the design process and the final (executed) packages/campaign's elements

Schedule

1. Theoretical preparation: from 04 September
2. Concept planning: from 11 September
3. Implementation: from 21 September
4. Presentation: 05 October

Evaluation

The assessment will take place on the last day of the course, at the same time as the final presentations, on 05th October.

Evaluation criteria:

// application of basic professional, typography, image processing and printing rules
// interpretability and impact of the visual concept
// consistent maintenance of visual and structural unity
// graphic visual's quality

Course Thematics

Title: Creative Strategies / Print				
Tutors of the course, contact: Tamás Marcell (marcell.tamas@mome.hu) József Gergely Kiss (jozsger@gmail.com) József Szili (szili.jozsef@mome.hu)				
Code: ER-GRA-BA-2020211-01	Curriculum place: BA	Recommended semester: 4.	Credit: 5	Number of Lessons: 48 Student working hours: 102
Related Codes:	Type: balanced	Can I add as custom? No	In case of free choice, special prerequisites:	

Course relations (prerequisites, parallels):
Creative Strategies 1., Contextual Design 1.

The aim of the course:

- Acquisition of basic graphic design skills in the professional areas of communication design

Principles of the course:

- Practical situations
- Problem-focused approach
- Process-oriented methods
- Integrated professional specifics and theoretical knowledge

Learning outcomes (professional and general competencies to be developed):

Knowledge:
- Proficient in industry-specific design methodology
- Students has a high level of professional and technical knowledge to realize their design / creative / artistic ideas
- Knows the basic design theory concepts and past and contemporary applications of design graphics
- Students has extensive knowledge of what creativity is and how it can be developed

Ability:
- Use your knowledge, intuition and ideas as a driving force to develop and apply design / creative concepts
- Students are able to apply their creativity in a complex way
- Able to work consciously and creatively during the graphic design creative practice, to identify and solve routine professional problems
- Through their acquired knowledge able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in their design / creative activities
- It forms a well-informed opinion about design graphics concepts and solutions
- Collects and interprets relevant data to develop design / creative concepts
- Able to apply the ethical standards of his profession
- Designs and manages small-scale design graphics projects using industry-specific design methodologies

Attitude:
- Aware of the position of design graphics in social, cultural, artistic, political, ecological, economic and ethical contexts
- Students are inclusive, tolerant and empathetic to different social and cultural groups and communities

- Open to new knowledge, methods, creative, dynamic implementation possibilities
- It strives to adhere to the ethical standards of its profession
- Seeks open art / other disciplines, collaboration and intelligible communication with their actors
- In students work as a creator / designer, strives for interdisciplinarity
- Aware of the position of design graphics in social, cultural, artistic, political, ecological, economic and ethical contexts

Autonomy and responsibility:
- Students are independently informed and implements their own artistic concepts
- Students professional orientation has developed
- It has an established and solidified taste and a critical sense
- As a member of the design / creation project team, you take responsibility for smaller parts of large-scale design graphics projects
- Recognizes the community and social impacts of their artistic activity as a designer / creator
- Students accepts and authentically conveys the social role and values of their field
- Able to work as an employee, get involved in employee, subcontracting situations

Topics to be processed within the course:
- Print-based media-specific image content development
- Data visualization and infodesign
- Environmental design, public space and ambient communication
- Design methodological knowledge
- System characteristics of print media
- Print-based manufacturing technology
- Desktop Publishing (DTP) specifications

Peculiarities of learning organization / process organization:
- The nature of each session and their schedule in the case of several teachers, even indicating the division of the teacher's contribution: Task description, topic consultation, description of goals and expectations (seminar, consultation)
- Expertise, methods of topic research (seminar)
- Professional and technical specifics (seminar)
- Extension of knowledge related to the topic and development of the criteria system (lecture, seminar)
- Problem map and analysis (consultation)
- Conscious structure of the planning process (consultation)
- Concept development (consultation)
- Impact analysis, test phase (consultation)
- Sketch design presentation (seminar)
- Technical implementation, modeling, prototype (workshop)

- Theoretical preparation: from 04 September

- Concept planning: from 11 September
- Implementation: from 21 September
- Presentation: 05 October

Students' tasks:
- Active participation in seminars and consultations
- Independent preparation and presentation on a topic issued by the course instructor
- Documentation and presentation of the topic research, concept and design process in the form of a presentation
- Professional technical preparation of the plans for printing and modeling

Learning environment:
- classroom
- external location
- workshop

Evaluation:

Requirements to be met / Presentation showing:

- Topic research
- Concept design
- Phases of the design process
- Documentation of finished plans
- Presentation of a model / prototype
- Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters
- Making and submitting a mock-up / prototype in photographic quality
- Active participation in lessons min. 60%

Evaluation method:

- Oral answer, presentation

Evaluation criteria:

- Coherence of the research-design-implementation process
- The end result is a functional, aesthetic quality

Calculation of grade:
- Process (quality level of the entire design process and documentation) - 50%

● Product (aesthetic quality of the finished design, mock-up / prototype and documentation) - 50%

Required reading:
● Sandra Rendgen, Julius Wiedemann: Information Graphics, 2012, Taschen ● Josef Müller-Brockmann: Grid systems in graphic design - A visual communication manual for graphic designers, typographers and three dimensional designers, 1996, Niggli ● Visual Journalism - Infographics from the World's Best Newsrooms and Designers, 2017, Gestalten ● Sophie Cure and Aurélien Farina: Graphic Design Play Book - An Exploration of Visual Thinking, 2019, Laurence King
Further Information:
Recognition validation of knowledge acquired previously:
Extracurricular consultation dates and locations: Tamás Marcell: Thursday, 10:00-12:00 (prior appointment is required)