

## The Project: “Design for a Magician”

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The major part of this semester will be as close as we can get to a “real life” scenario. You will have approximately 10 weeks to develop specific communication pieces for a magician or an entertainment show that features magic. As a class we will chop apart the larger assignment into smaller components to make it most manageable. In a nut shell, here are the bits:

- choose a magician or a show. You can share your information with others in the class and collaborate on the research part below.
- research, research, research (you must understand your client like the back of your hand... this means learning about what they do and how they impact the world)
- develop a comprehensive design brief which states a position for the conference theme
- develop an identity package which communicates what the magician/show is all about
- develop a promotional poster
- develop a deck of cards for them to use
- Afterwards, you will design a journal demonstrating your process

### **The Facts:**

Refer to the timetable online for latest updates and deadlines.

You will start by reading. Try to find out as much as you can about your magician / magical show. You could even try to contact them.

You will create a design brief.

You will begin to design for the identity based on what you find characterizes the magician/show.

You will apply your identity to a business card, letterhead, and envelope.

You will design a poster promoting an incoming show or event.

You will design a deck of cards.