



**GRAPHIC DESIGN - STUDIO PRODUCTION**  
Post Secondary

SNACKS & LATTES  
Duration: 7.5 hrs.

Student Name: \_\_\_\_\_

Mark: \_\_\_\_\_

May 7, 2019  
Toronto, Ontario

## Project Description

Snacks & Lattes

### Background:

Emma and Fletcher are a newlywed couple starting a new business together. It is a combination of their two passions: coffee and classic board games. The couple wanted a place where people could be brought together and interact in a fun and engaging way without the use of cellphones.

Thus, Snacks & Lattes was born. The couple has already invested in a location and done all required renovations, now they are looking for the design elements needed in order to get their new business up and running by the end of June, 2019.

### Project:

Emma and Fletcher have approached you to design their café's logo, a grand opening poster and a personalized classic board game box design that will be specific to their café!

Target Market: Men and women, ages 16-30

### Required Elements:

#### Logo

- Must be created in Illustrator
- Document size: 6"x6"
- Logo can contain a maximum of 3 colours
- Logo must contain at least one of the following Spot Colours:
  - Blue - Pantone 2985 C
  - Green - Pantone 359 C
  - Orange - Pantone 157 C
- Logo must contain the name of café and at least one graphic element (see image section for inspiration)
- Logo must be modern & clean
- Target audience is men and women, ages 16-30
- Once logo is complete, you must use Photoshop to place your logo on to the supplied storefront image
- When complete, logo and storefront must be printed and all files must be saved in the final folder on your desktop named ""FirstNameLastName\_Skills2019"

#### Board Game box

- Supplied text placed in requested locations
- Must be designed in Illustrator using supplied dieline. DO NOT RESIZE, MOVE, CHANGE OR ADJUST DIELINE IN ANYWAY UNLESS SPECIFIED.
- Design must be 4-Colour Process
- Must include name of game
- A graphic element relating to the board game and eye-catching typography must be included
- Design must be original and not copied or taken from previous board game designs
- Snacks & Lattes logo must appear on front of box
- When complete, must be printed, cut and assembled and all files must be saved in the final folder on your desktop named ""FirstNameLastName\_Skills2019"

#### Games to choose from:

Monopoly  
Battleship  
Operation  
Sorry!

## Poster

### Part 1

- Must be designed in InDesign
- Must include your Snacks & Lattes logo
- Single-sided
- Document size: 11" x 17" with .125" bleed
- 4-Colour Process
- All images must be 300dpi
- Must include at least 3 images (1 must be cut out from background)
- Must include social media icons
- Must include all supplied text
- When complete, poster must be printed and trimmed and all files must be packaged (file>package) in the final folder on your desktop named ""FirstNameLastName\_Skills2019"

### Part 2

- Must be designed in Photoshop
- Must include your Snacks & Lattes logo
- 497 pixels x 373 pixels
- RGB
- 72dpi
- Make poster social media friendly
- Must look consistent with printed poster
- Must include all supplied text
- When complete, file must be printed and all files must be saved in the final folder on your desktop named ""FirstNameLastName\_Skills2019"

## Required Text

### Board Game Box:

### Monopoly

#### Box Lid:

- Snacks & Lattes logo
- Name of Game (Monopoly)
- Graphic Elements

Fast-Dealing Property Trading Game

Ages 10+

2 - 6 Players

#### Box Bottom/Base:

OWN IT ALL

This version of the Monopoly game welcomes the Rubber Ducky, Tyrannosaurus Rex, and Penguin into its family of tokens. Choose your token, place it on GO! and roll the dice to own it all! There can be only one winner in the Monopoly game. Will it be you?

- Fast-dealing property trading game
- Players buy, sell and trade properties to win
- Build houses and hotels on properties
- Change your fortune with Chance and Community Chest cards
- Bankrupt your opponents to win it all
- Includes game board, 8 Tokens, 28 Title Deed Cards, 16 Chance Cards, 16 Community Chest Cards, 32 Houses, 12 Hotels, 2 Dice, Money Pack and instructions

## Battleship

### Box Lid:

- Snacks & Lattes logo
- Name of Game (Battleship)
- Graphic Elements

The Classic Naval Combat Game

Ages 7+

Adult Assembly Required

2 Players

### Box Bottom/Base:

Hunt, sink, and win with this brilliant Battleship game! Can you sink your opponents ships before all of yours go down? Command your battle and deploy your 4 ships on the ocean grid. The vertical target grid keeps you from seeing each other's deployment! Keep "firing" with the red pegs and record your misses with the white pegs. If you use logic and take some chances, you'll sink your opponent's battleship – but they might do the same to you! Rule the oceans with your Battleship game!

- Battleship and all related terms are trademarks of Hasbro.
- Ocean base supports target grid
- Convenient ship and peg storage on the side of the ocean grid
- Includes ocean grid base, vertical target grid, 8 plastic ships, 60 red "hit" pegs, 140 white "miss" pegs, label sheet and instructions.

## Operation

### Box Lid:

- Snacks & Lattes logo
- Name of Game (Operation)
- Graphic Elements

Make Him Better or Get the Buzzer!

Be the Doctor in this Classic Game!

Ages 6+

1+ Players

Adult Assembly Required

2 "AA" Batteries Required (not included)

### Box Bottom/Base:

Your patient Cavity Sam is feeling a bit under the weather. Can you "operate" and make him better, or will you get the buzzer? Grab the tweezers and try with all of your might to take out all of his funny ailments. Can you help him with his pulled muscle or the frog in his throat? Operate with your steadiest hand, but don't forget to steer clear of the sides and avoid lighting the light!

Operation and all related characters are trademarks of Hasbro.

Includes game board, tweezers, 13 plastic ailments (including rubber band) and instructions.

- Classic Operation game challenges you to remove parts without setting off the buzzer
- Nose lights up when you touch the sides
- Remove the most parts to win
- WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.
- Ages 6 and up
- For 1 or more players
- Requires 2 "AA" batteries (not included)

## Sorry!

Box Lid:

- Snacks & Lattes logo
- Name of Game (Sorry!)
- Graphic Elements

Ages 6+

2 - 4 Players

### Box Bottom/Base:

Pick the card that gets your pawns out of the starting area, and then get ready to challenge your opponents in this game of sweet revenge. This Sorry game includes special fire and ice power-up tokens that give your pawns more powers against other players. If you're lucky enough to get the ice token, your pawn can't be bumped or sent back, and the fire token lets you bring an extra pawn into your home space on the board. So power-up with fire and ice as you bump, jump and slide your way to victory.

Includes game board, 12 pawns, 45 cards, 2 power-up tokens, instructions.

Ages 6+

2 - 4 Players

### Poster (Print):

- Snacks & Lattes logo
- Social Media Icons (in Poster Folder)

GRAND OPENING

Snacks & Lattes Board Game Café

June 30, 2019 at 9am

1234 Snacking Ave, Latteville, ON

[www.snacksandlattes.com](http://www.snacksandlattes.com)

Get a free macaron with any purchase of a medium hot beverage

### Poster (Digital)

- Snacks & Lattes logo

GRAND OPENING

June 30 | 9am

[www.snacksandlattes.com](http://www.snacksandlattes.com)

## Production

What you must provide for grading:

- 1 colour printout of logo
- 1 illustrator file of logo, .ai or .eps format saved in final folder on desktop ("FirstNameLastName\_Skills2019")
- 1 colour print out of storefront with logo
- Photoshop file of logo on storefront, unflattened (must include all working layers) as a .psd
- 1 colour untrimmed printout of game board box design with trim, registration marks, bleed & document info (on 8.5x11)
- 1 colour printout of board game box, trimmed and assembled (on 8.5x11)
- 1 illustrator file of the board game box design, .ai or .eps format saved in final folder on desktop
- 1 colour printout of poster, trimmed (on 11x17)
- 1 colour printout of digital social media poster, no trim
- 1 InDesign file of the poster packaged (File>Package) in final folder on desktop
- 1 Photoshop file of digital poster, saved as .psd unflattened (must include all working layers)

All files must be saved on the desktop in a folder named "FirstNameLastName\_Skills2019"

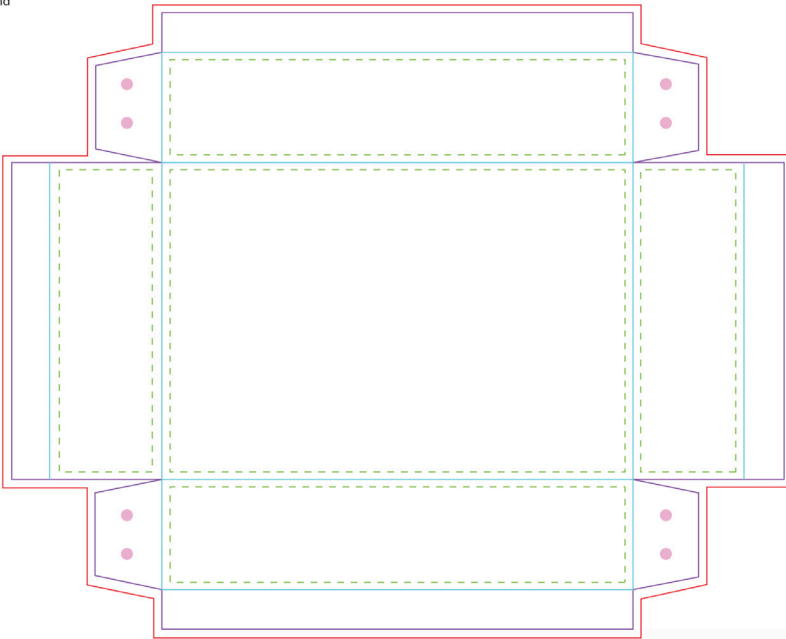
# Supplied Contents

## Board Game Dieline:

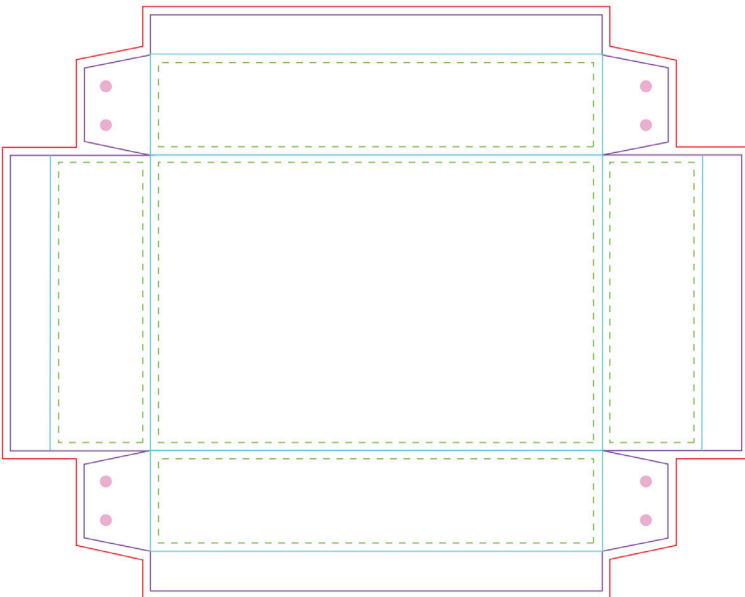
\_\_\_\_\_ Bleed    - - - - - Safety    \_\_\_\_\_ Fold    \_\_\_\_\_ Cut    •• Glue

Please note this is a mockup of the box and not full size. You may adjust fonts accordingly.

Box Lid



Box Bottom/Base



## Provided Images/Fonts for use:

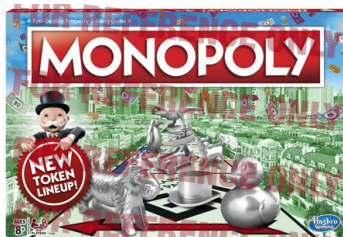
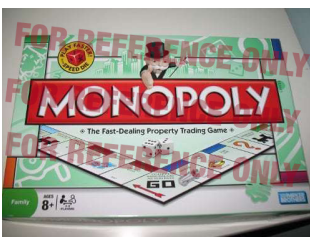
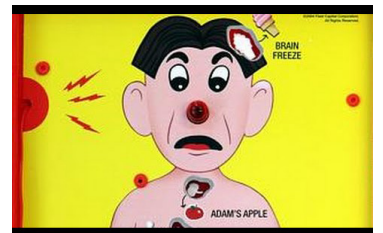
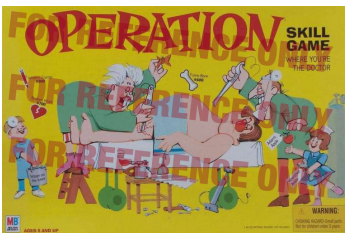
The following fonts have been installed on to your computer and free to use for your design elements. You are also allowed to use any other SYSTEM PROVIDED fonts.

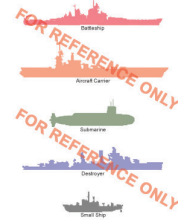
- Versa
- Matiz
- Stockport
- Boxo
- UbuntuTitle
- Jomhuria
- Ridgeway
- Chunkfive
- Teko
- Vintage Jack
- Quiltix

## Storefront Image:



## Board Game Images:

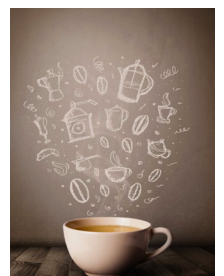
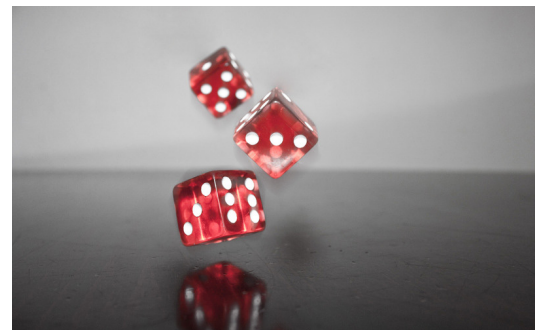
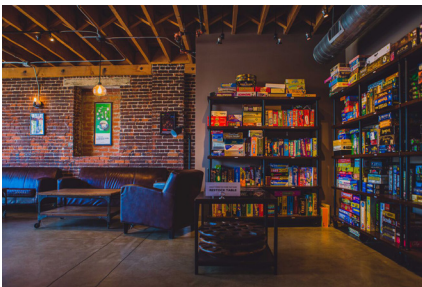




### Poster Images:

- Image of your storefront with logo

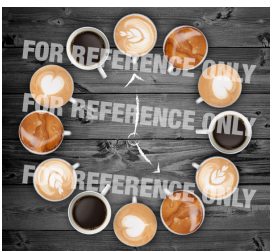
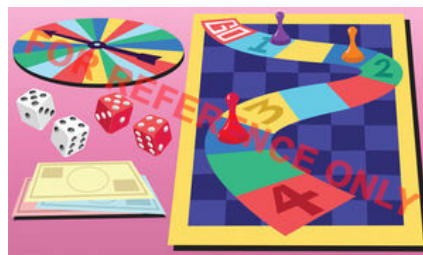
Pick at least two other images (not including the social media icons), one of which needs to be extracted from it's background.







Logo and board game inspiration images:



## Marking – Post Secondary

### A. Logo Design

A.1 Logo contains correct amount of colours	/1
A.2 Logo contains a specified Spot Colour	/1
A.3 Logo contains café name	/1
A.4 Logo contains graphic element	/1
A.5 Logo is saved as correct file type	/1
A.6 Logo is photoshopped on to storefront	/2
A.7 Storefront image is saved as correct file type	/1
A.8 All required elements are printed	/2
A.9 Files are saved in the correct location	/2
A.10 Document is correct size	/1
	/13

### B. Board Game Design

B.1 Correct use of dieline	/2
B.2 Includes designed logo	/1
B.3 Includes all supplied text	/2
B.4 Includes typography and graphics	/3
B.5 Untrimmed artwork is printed with bleed	/1
B.6 Artwork is printed, cut and assembled	/1
B.8 File is saved in the correct location	/1
	/11

### C. Poster Design - Print

C.1 Artwork is created in InDesign	/1
C.2 Document is correct size & single-sided	/1
C.3 File has correct bleed	/1
C.4 File has 3 images	/1
C.5 File has one image extracted	/1
C.6 File includes designed logo	/1
C.7 All images are correct colour mode	/3
C.8 All images are 300dpi	/3
C.9 All required text is present	/1
C.10 All required elements are printed	/1
C.11 All files are saved in the correct location	/1
C.12 Correct use of paragraph styles	/1
	/16

### D. Poster Design – Digital

D.1 Artwork is created in Photoshop	/1
D.2 Document is correct size	/1
D.3 Artwork is in RGB	/1
D.4 Final file is 72dpi	/1
D.5 Artwork is consistent with printed poster	/2
D.6 Artwork includes designed logo	/1
D.7 Artwork includes all supplied text	/1
D.8 Artwork is printed	/1
D.9 File is saved in the correct location	/1
	/10
	/50

### E. Creativity

E.1 Overall Design for Logo	
- Overall quality of final design	/2
- Ideas and originality	/2
- Understanding the target market	/2
- Suitability and legibility of typography	/2
- Suitability and use of colour	/2
	/10

E.2 Overall Design for Board Game Box	
- Overall quality of final design	/2
- Ideas and originality	/2
- Understanding the target market	/2
- Suitability and legibility of typography	/2
- Suitability and use of colour	/2
	/10

E.3 Overall Design for Poster (Print)	
- Overall quality of final design	/2
- Ideas and originality	/2
- Understanding the target market	/2
- Suitability and legibility of typography	/2
- Suitability and use of colour	/2
	/10

E.4 Overall Design for Poster (Digital)	
- Overall quality of final design	/2
- Ideas and originality	/1
- Understanding the target market	/1
- Suitability and legibility of typography	/1
	/5

E.5 Impact and cohesiveness of all elements	/10
	/45

F. Job Interview	/5
	/100