

After the second round of refinements, you guys did great job on the layout design. Here are some notes I want to share with you and hope to help you on the final preparation.

1. Reduce the size for the section of fonts, color and icons, and save more space for the mockups section. Some of you spend so much spaces on the top section and end up very crowd area for those mockup images. I think you need to do the reverse which keep the mockup images on the highest priority. They are more important than the fonts, color, and icon section. The top section will show the design process and should take about 1/3 of page layout, and then the mockups should have the rest of 2/3 space.
2. Think about the hierarchy when you are playing with the mockups with position, scales and shapes. Scale doesn't have to be the same for all images, shapes can be variety, and position can be stack on top of each other. Think broader when you arrange those images, which they are also have hierarchical relationship. It's your job to find out which is the most important part to show and which is the less important.
3. Don't forget to put your footnote on the bottom of the page, which should state as "First and Last name, Art 323A, Spring 2020".

*****Please Read Carefully For the Final Presentation Submission*****

1. **DEADLINE: May 16th, Saturday, by 11:59 PM**
2. Two File Need to be Submitted Through Email: cheliu@fullerton.edu
 - a. Web Spread Presentation Page: 1240px by 5120px with 300dpi, JPG or PDF format.
 - b. Voice Over Screen Recording Presentation Video. Briefly talk about the design concept for the branding system. Keep Under 3 minutes. MP4 or MOV format.
3. Use either Quick Time Player or Zoom to do the voice over screen recording. Here are the tutorial for both software:
Quick time: <https://www.youtube.com/watch?v=hgGSyEbel0E&t=4s>
Zoom: https://www.youtube.com/watch?v=tPd012P_5SE
4. Please make sure to give permission access to the public when upload to google drive and sharing. Or share Dropbox link.
5. NO LATE PROJECT WILL BE ACCEPTED. MISSING ANY FINAL PROJECT WILL END UP "F" FOR THE COURSE.
6. I will contact you individually if I am missing your previous project and digital files. If you didn't hear from me which means you are good to go.