

3RD ASSIGNMENT FOR COM232
Semester 1 AY 2010-2011 (*Aug 30 - Dec 23, 2010*)

General Information

Lecturer : Dr Yeoh Kok Cheow
Office : # 03-17
Contact : 6790-8816; kcyeh@ntu.edu.sg (E-mail is preferred)
Office Hrs: By appt (Unannounced drop-in is not welcomed)
Lectures : Wednesday 9:00-10:00
Tutorials : Tuesday 13:00-16:00

ONE Condoms Design Contest

OVERVIEW

As a method of contraception as well as a device to stop the spread of sexually transmitted diseases, both male and female condoms are indispensable. In this unusual project, you will take your visual communication skills to an innovative level on a small, circular wrapper for male condoms by a Boston-based US company called Global Protection Corp that produces the ONE condoms. Since their first contest in 2004, they have counted on design submissions from two different divisions: Professional Designer and Open Divisions. In addition to a cash prize of US\$500, a donation of 5000 condoms in the grand prize winner's name to the charity of his/her choice, the winner will get a year's supply (365) of condoms featuring his/her design. Runners-up and finalists are also being awarded accordingly (More details at http://onecondoms.com/design/contest/overview?open=1#open_contestant).

REQUIREMENTS

Design a total of 3 condoms for submissions. Log on to onecondoms.com/designone.htm. Join the "Open" division as art student. Contest details are available at: <http://www.onecondoms.com/designone.htm> Since this is an online submission, you are required to show proof of submission before a grade can be assigned. Failure to do by the deadline is subject to getting an F for the project. You have between Oct 1 – Nov 30, 2010 for submissions and online voting is slated from Dec 1, 2010 – Jan 31, 2011.

Week 9 (Nov 2) – Assigned. Begin sketching for ideas.

Week 10 (Nov 9) – Finalizing ideas

Week 11 (Nov 16) – Finalizing ideas. Some ideas finalized. Log on to <http://onecondoms.com/design/register/index> to enter.

Week 12 (Nov 23) – You have between now and Nov 30 for online submission. Do not wait till the last minute. Submit earlier.

Week 13 (Nov 30) Project due at the beginning of tutorial. Presentation. Bring everything. This includes all the works prepared, researched, completed, revised from the beginning of the class to the final artwork.

GRADING CRITERIA

Creativity in adding newness to an existing idea.

Ability to work within a confined area of a small circular space with pre-existing templates.

Application and incorporation of appropriate graphics, text, color or images.

Complete online submission of 5 different designs by Nov 30 for round 2.

Step-by-step, week by week refinement that lead to the final product.