

Visual Inspiration Binder (Aka your “Look Book”)

- Concept:** Maintain a notebook/binder that will serve as a visual reference for inspiration and ideas as you encounter projects in various DMA classes.
- Content:** You can add samples of just about anything that you come across in your day to day life. Try to include mostly things that relate to the principles of design. Here’s a brief list of examples include:
- Magazine clippings
 - Ad layouts
 - Flyers
 - Postcards
 - Business cards
 - Logo samples
 - Typography samples
 - Visual effects / special effects
 - Texture and color samples
 - And so much more
- Materials:** There are many ways you can set up your Look Book. You can use:
- A sketch/journal book
 - A photo album with peel and stick pages
 - A 3-Ring Binder with notebook page to glue stick your samples onto.
- Evaluation:** There will be periodic reviews of your Look Book to make sure you are adding to it on a regular basis. It should have an organized appearance.
- Grade:** Your Look Book is worth 20% of your Course Grade.