

DMA LookBook Setup & Guidelines

- 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:
- Various Magazine layouts (corporate, hip-hop, fashion, etc.)
 - Ad layouts
 - Flyers
 - Postcards
 - Business cards
 - Logo samples
 - Typography samples
 - Visual effects / special effects
 - Texture and color samples
 - Tutorials
 - And so much more
- Materials:** Here's what you'll need to get your LookBook started:
- A ½" or 1" 3-Ring Binder and:
 - Sheet Protectors (Ideal for whole magazine pages, large postcard samples, etc.)
 - Plain card stock paper, hole puncher, glue stick (Ideal for business card samples, tags, labels, smaller items, etc.)
- 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 a neat, organized appearance.
- Grade:** Your Look Book is worth 20% of your Course Grade.