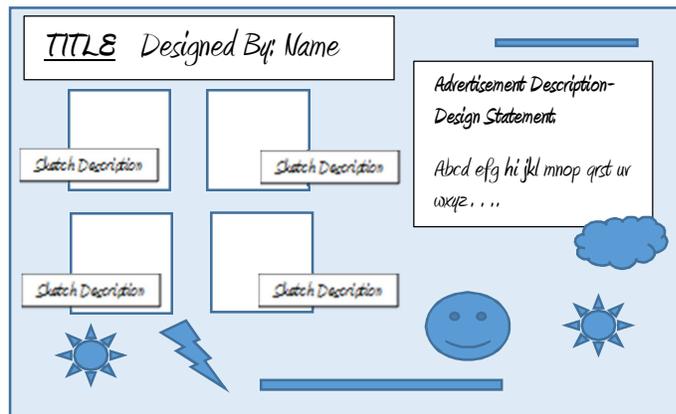


PROJECTION MAPPING- ADVERTISEMENT SET DESIGN

1. Read the article, "Use of this visual technology is becoming popular for big events."
2. Show **The Official Ralph Lauren 4D Experience - London** <https://youtu.be/E7ryMzZQICA>
3. Show **The Official Ralph Lauren 4D Experience - Behind The Scenes** <https://youtu.be/9VTcxv1-8i4>
4. Discuss the ideas read and viewed. (Example: architecture, projection mapping, virtual reality, etc.)

Project

1. The student will design an **Architectural projection mapped advertisement**. The advertisement can be for a product, an upcoming movie, a new song, it is the student's choice.
2. The student shall select a noteworthy architectural building. They need to find the name, and architect (or group) who designed it, when it was built and where it is located.
3. Using that selected building, the student will create a "story board" of their advertisement, with a minimum of three sketched "slides" showing how the advertisement is projected on their selected building. Along with each sketched slide, include a brief description of what is being shown, or what is happening.
4. The student will write a well written advertisement description design statement, explaining fully what is being shown in the commercial, how it will play out and why that building was chosen for the product.
5. The student will create a professional looking presentation board, containing their sketches, descriptions, title, name and any other supporting images/ sketches/ samples and present their project to the class.



Standards

1. III.A.4. Conduct technical research to gather information necessary for decision-making.
2. X.E.3. Draw and sketch by hand to communicate ideas effectively.
3. X.F.1 Convey graphic information using multi-dimensional drawings.
4. X.D.2. Identify sources of information concerning state-of-the-art tools, equipment, materials, technologies and methodologies.
5. II.E.2. Utilize vocabulary and visual cues in context of design and construction situations.
6. I.A.6 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
7. I.A.5. Use correct grammar, punctuation and terminology to write and edit documents.

Grading

1. Picture (or sketch) of architectural building with name, architect or designer, when it was built, and where is noted.

0	1	2	3	4
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2. Advertisement of a product, an upcoming movie, a new song, etc. is selected and noted.

0	1
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3. Minimum of three sketches showing how the advertisement projection will be mapped onto the building.

0	3	6	9
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4. Brief written descriptions given with each of the sketches mentioned above.

0	2	4	6
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5. A well written advertisement description design statement.

0	2	4	6
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6. The Title, designer's name and date is shown on the board.

0	1	2	3
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7. Overall presentation of the board layout is high quality, good supporting graphics are shown and is neat.

0	2	4	6
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8. A strong oral presentation is given. Good eye contact, loud and clear speech, open body language.

0	1	2	3
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9. The student was productive during the class time given to work on the project.

0	3	6	9	12
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