Team-Based Challenge Template

PROJECT OVERVIEW	
Team-Based Challenge Title	You and Yours Café – VALEES Graphic Student of the Year Competition 2021
Source	Valley Education for Employment System (VALEES, EFE #130) Designer of challenge and Website: Gautam Wadhwa, College of DuPage
Industry Partner(s)	Jason Christiansen, JC Imaginations; Andy Clements, Weblinx Inc.; Meghan Edmonson, Waubonsee Community College, Laura Ferguson, Batavia Park District; Andy Kenney, Andy James Design; Josh Wilson, freelance designer; Dylan Zimmerman, BFC Print
Endorsement Area	Arts & Communication
Problem to Investigate/Scope	Students must design an identity, menu/website for the following business: "You and Yours Café"; "YAY" YAY is a small restaurant/café based in the heart of the arts district of downtown Miami. It specializes in fresh and organic meals and offers an endless opportunity of mixing and matching foods. YAY's selling point is the fresh, organic, and welcoming atmosphere. It uses bright and 'beachy' colors to represent happiness. It has a live music event every night. It uses these events to give the opportunity to and promote local music talent.
Project Outcomes	Participants design logo and menu or website layout for YAY. Participants work successfully in teams and learn from industry mentor.

PROJECT OUTLINE

Stage:	Topics/Events:	Timeline:	Deliverables:
Preparation	- Set Expectations - Skill Development Part 1: review technical components - Meeting Industry Mentor	Day 1	Visual Moodboards
Project Plan	- Conduct initial research into similar businesses - Develop an approach to creating the final products	Day 2	Project Plan Sketches of logo ideas and menu/website layout
Project Execution	- Research - Status Update #1 – Initial theoretical ideas on design - Status Update #2 – Technical challenges encountered	Days 3 - 5	Status updates to Industry Mentor
Project Finalization	- Prep project Presentation	Day 6	Draft of deliverables and presentation to Industry Mentor
Project Presentation	- Skill Development Part 3: How to Make Your Pitch - Networking - Feedback from peers/ industry mentors	Day 7	Final presentation: - Create a final logo in Illustrator. Present the logo in both positive and negative options in black and white. Also, list the colors and fonts used. - Create 3 images that show the application of the logo. - Create a 4-page menu or a 4-page website layout for the restaurant in Photoshop, Illustrator, Adobe XD or a similar application.