**Social Media Art Project**

* Create social media art work for 2 or all of the options below.
* Use yourself as inspiration (travel, hobbies, sports, artwork, etc….)
* Build on tips, tricks and notes you learned from the Typography and Abstract design projects.
* Using design elements from these previous projects will help you make the great social media art.
* Consider doing a re-design if a social media logo.

**Options**

**Twitter & Facebook**

* Header design
* Cover art/ background
* Profile pic (avatar, cartoon)

**Instagram**

* Create a gallery of pictures with the same theme
* Start by posting 6-9 photos with a similar style (aesthetic)

**Tumblr (or another portfolio site such as Behance or DeviantArt)**

* Create a meme
* Use a reaction photo (angry, sad, confused)
* Make your own emojis
* Post your design work and artwork to these sites

**Evaluation Checklist**

|  |  |  |
| --- | --- | --- |
| **Category**  | **Comment** | **Level** |
| **Creativity** in design and concept |  | **-1-2-3-4-** |
| Understanding **personal brand style** by highlighting key messages |  | **-1-2-3-4-** |
| **Knowledge of software** and digital design techniques |  | **-1-2-3-4-** |
| **Overall aesthetic** (cool factor) |  | **-1-2-3-4-** |