

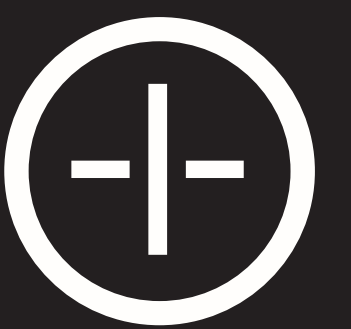
Visual Design Test:

Name:

Email:

Phone:

Date:



Once completed, please print and send via mail to:
ATTN: Human Resources, New Hires
6450 Gunpark Dr, Boulder, CO 80301

Hello and welcome.

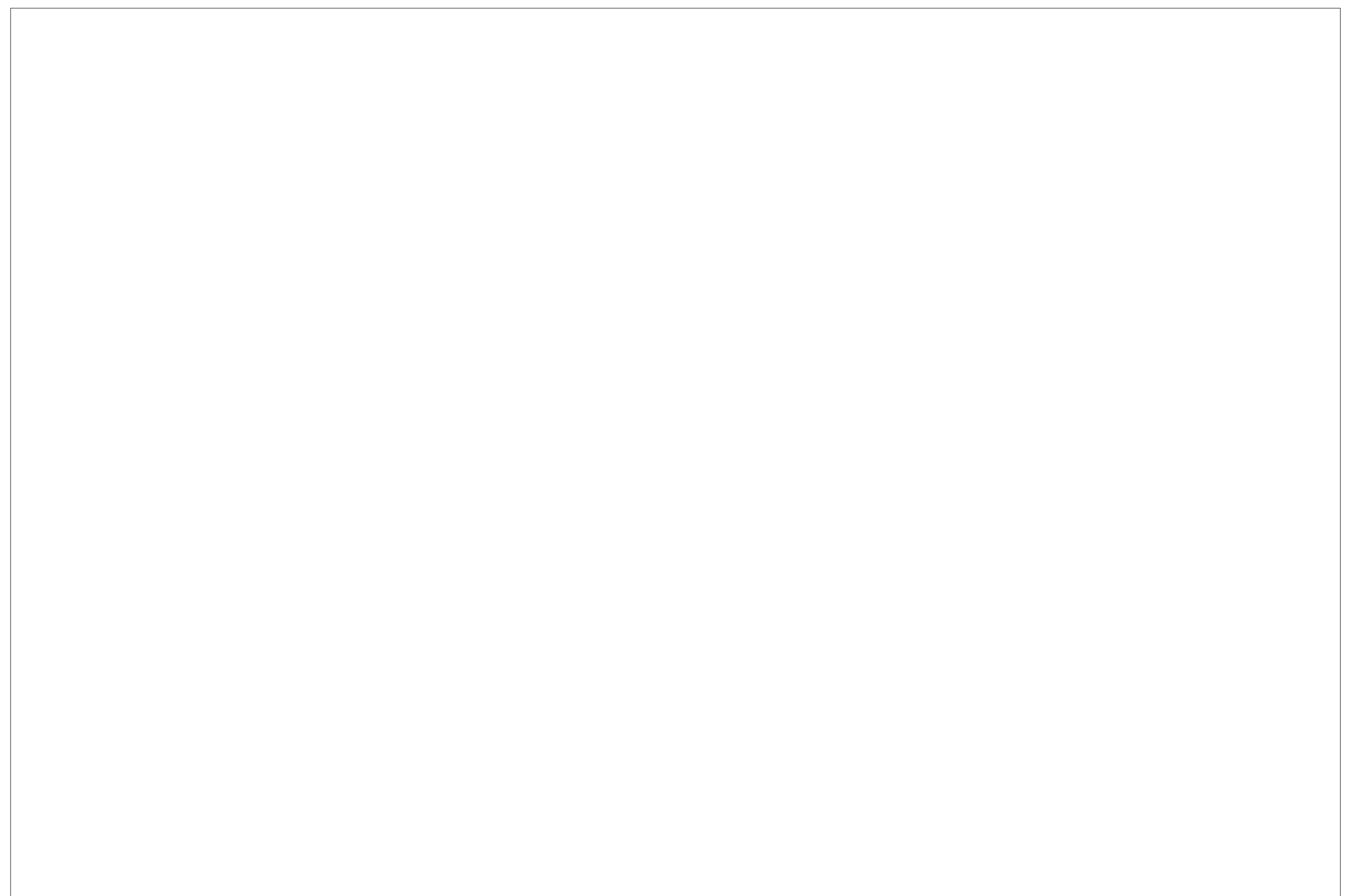
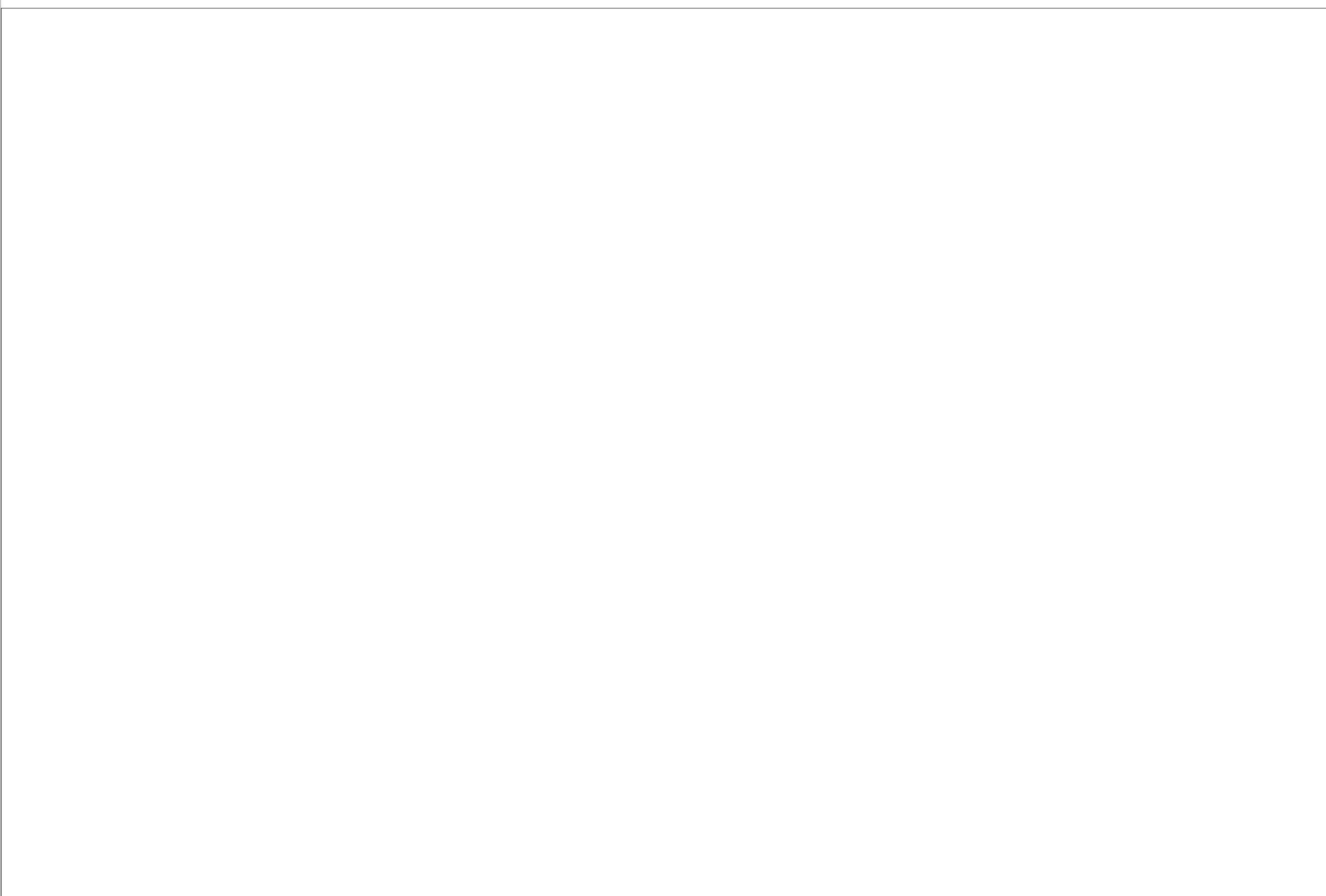
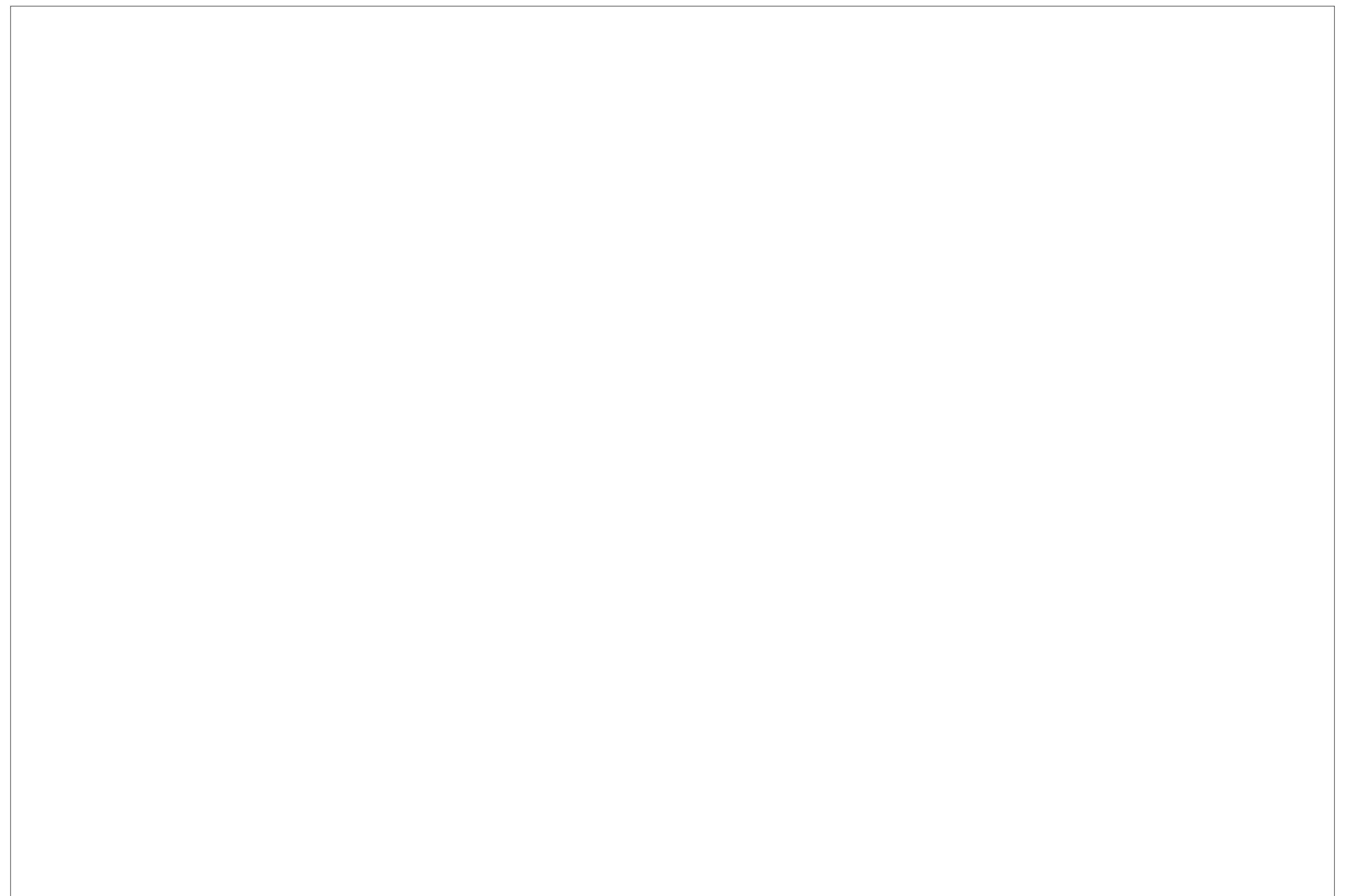
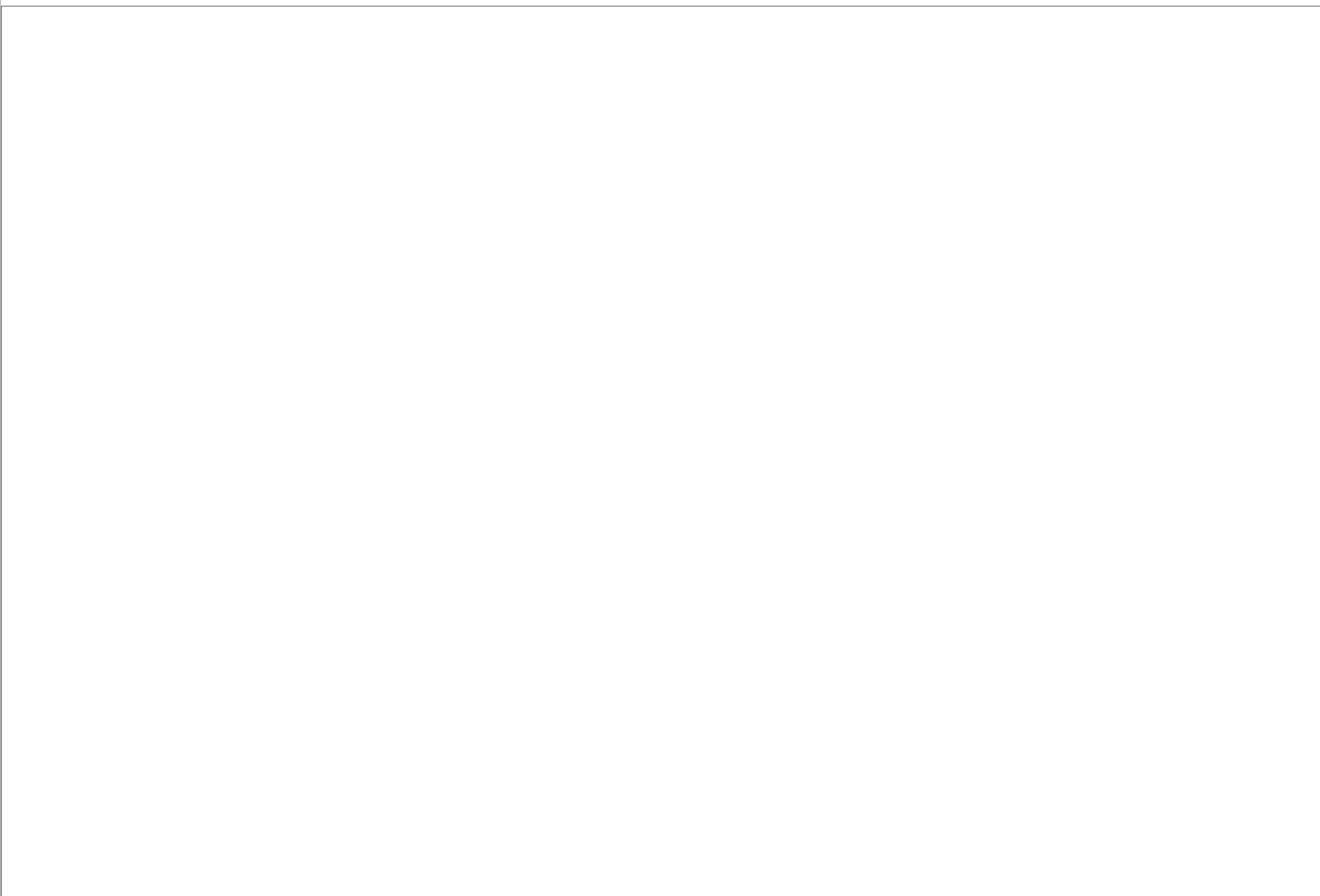
This little test is just our way of getting to know you better. If we were dogs, we could just sniff each other's hindquarters. But in a polite society, that's strictly frowned upon.

Please answer all the questions to the best of your ability. If you get in a jam, just clear your head and draw upon the deepest reaches of your creativity to solve the problem. That's how we do it here at CPB, and we think it works pretty well. Good luck.

What is your favorite piece of art?

**Who is your favorite designer, art director, or artist?
What about him/her do you admire most?**

Tell us your life story. Use six pictures.



Set the passage below for print-based output, using 24pt. Century Schoolbook. Hint: kerning.

“You can fool some of the people all of the time, and all of the people some of the time. But you cannot fool all of the people all of the time.” –Abraham Lincoln

Design a T-shirt you would wear.



What ad campaign do you wish you had done? Why?

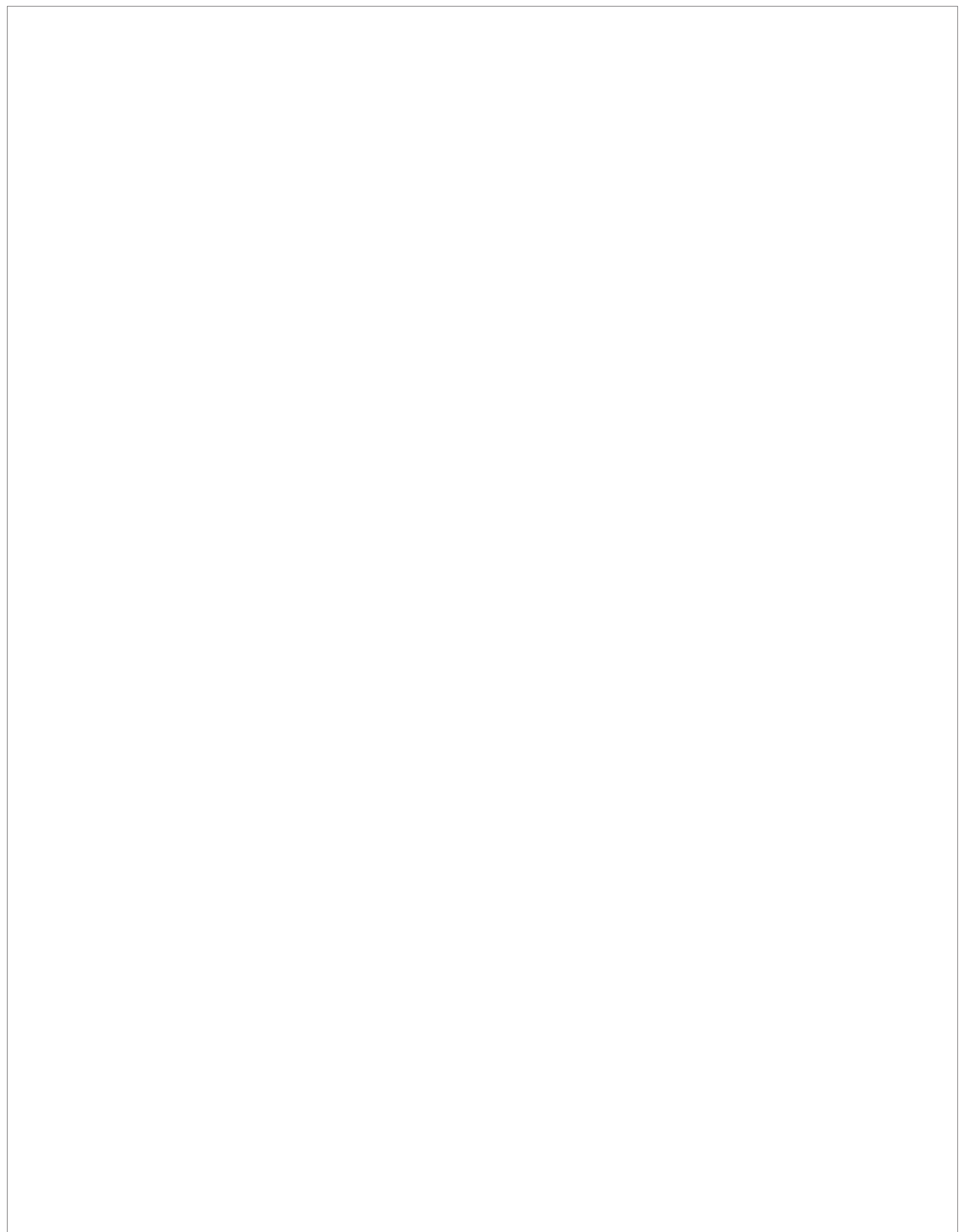
What's your favorite brand and why?

Thumbnail:

Nearly every great print ad ever made began as a sketch on a piece of paper. Draw the thumbnail of the ad, before it was conceived.

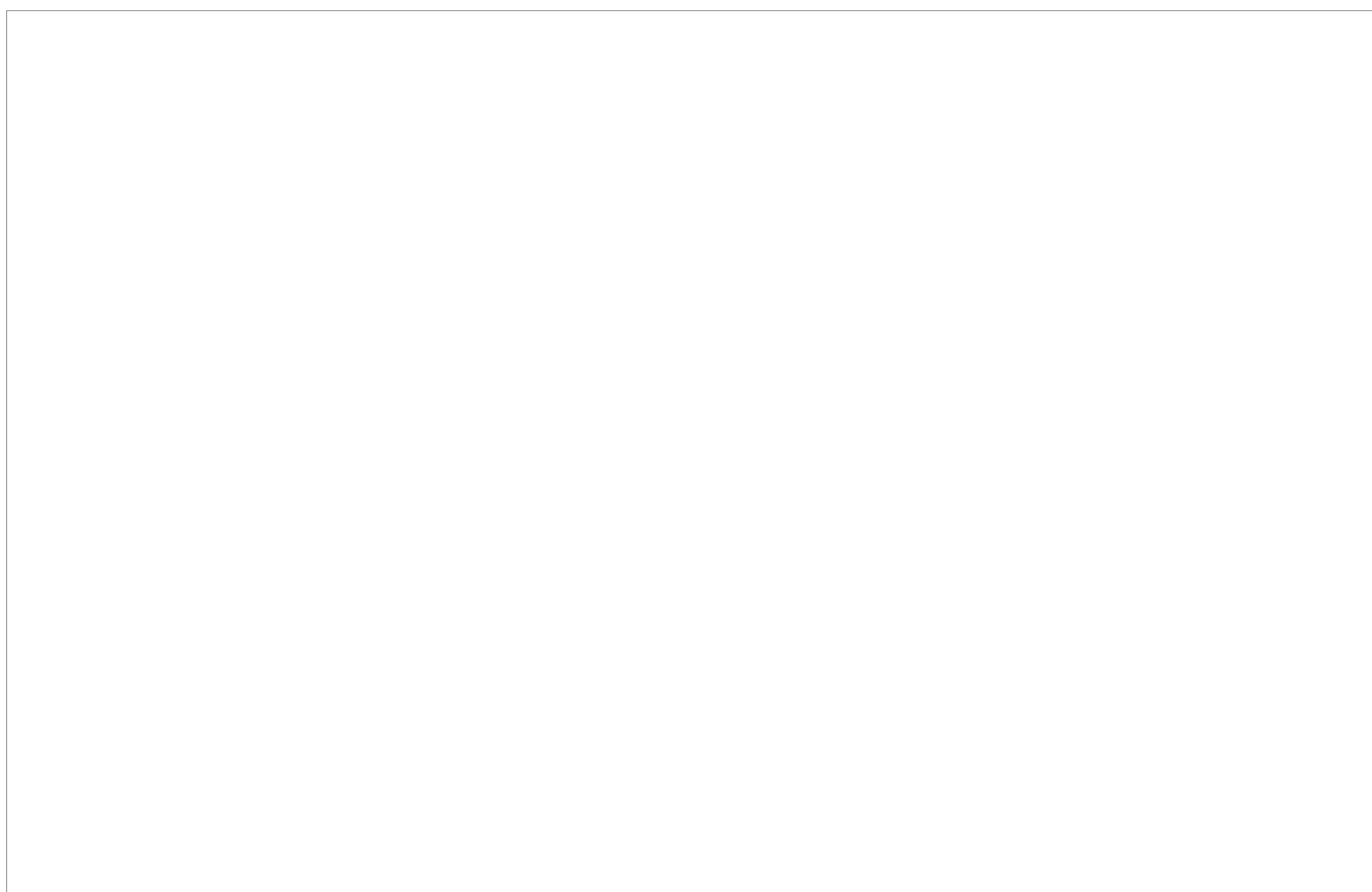
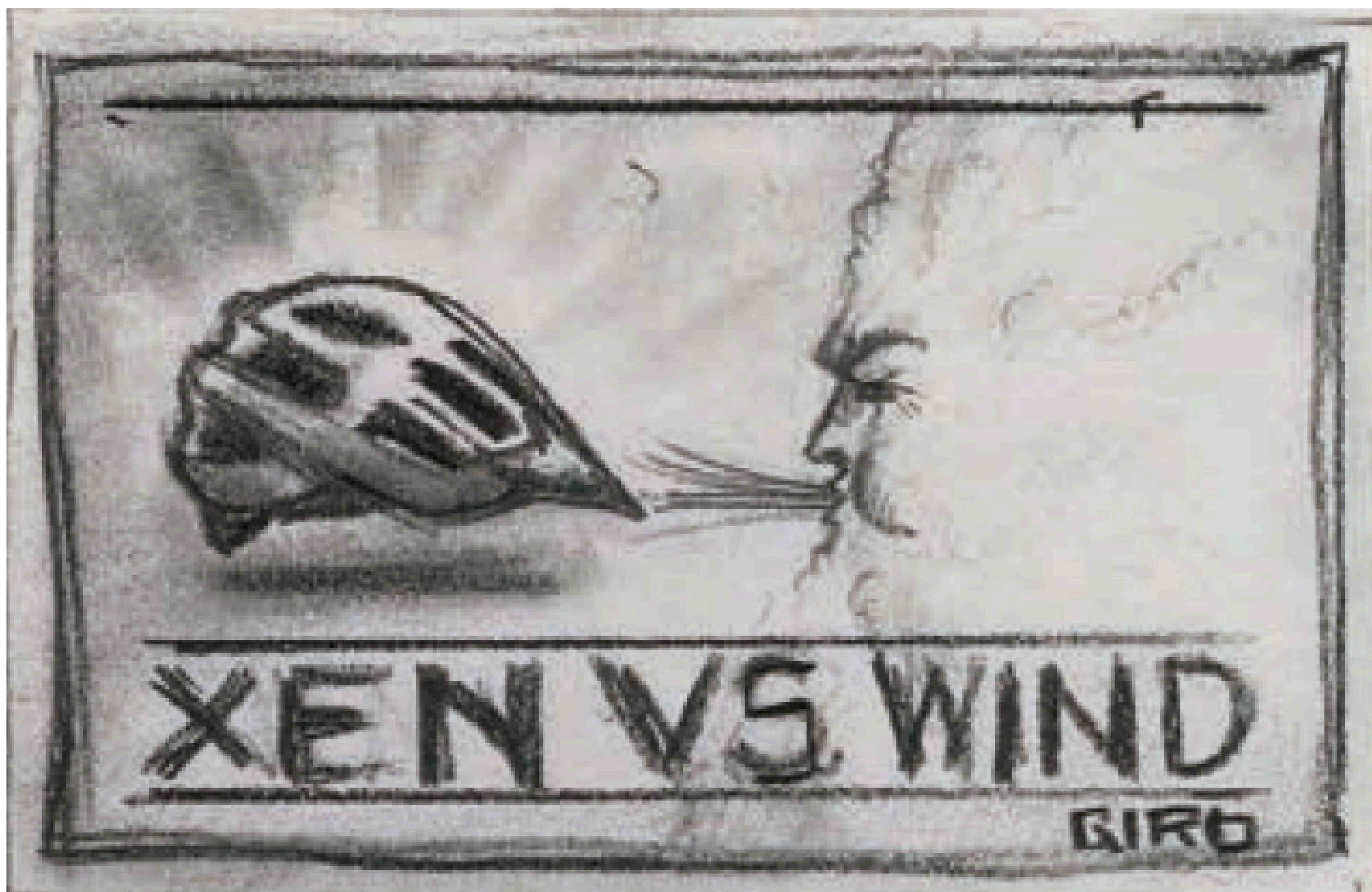


The \$179 HADDAL chest, helping uproot the fear that there will never be excitement in the bedroom. Visit unboring.com.



Layout:

A creative director just handed you this thumbnail below. Prepare a digitally executed mockup to show the client how you might design it.



Digital:

***Scramble* is a new quick-to-customer brunch spot. They need to design a kiosk that allows quick and easy ordering that remains high-end. Mock up a few screens below.**

**Please show your design exploration
of *Scramble* here.**

Doodling encouraged.

***The Big Whizbang* is a new festival located in-downtown LA. They require an interactive micro-site highlighting the bands, date, location, and where to buy tickets. Show a few screens below.**

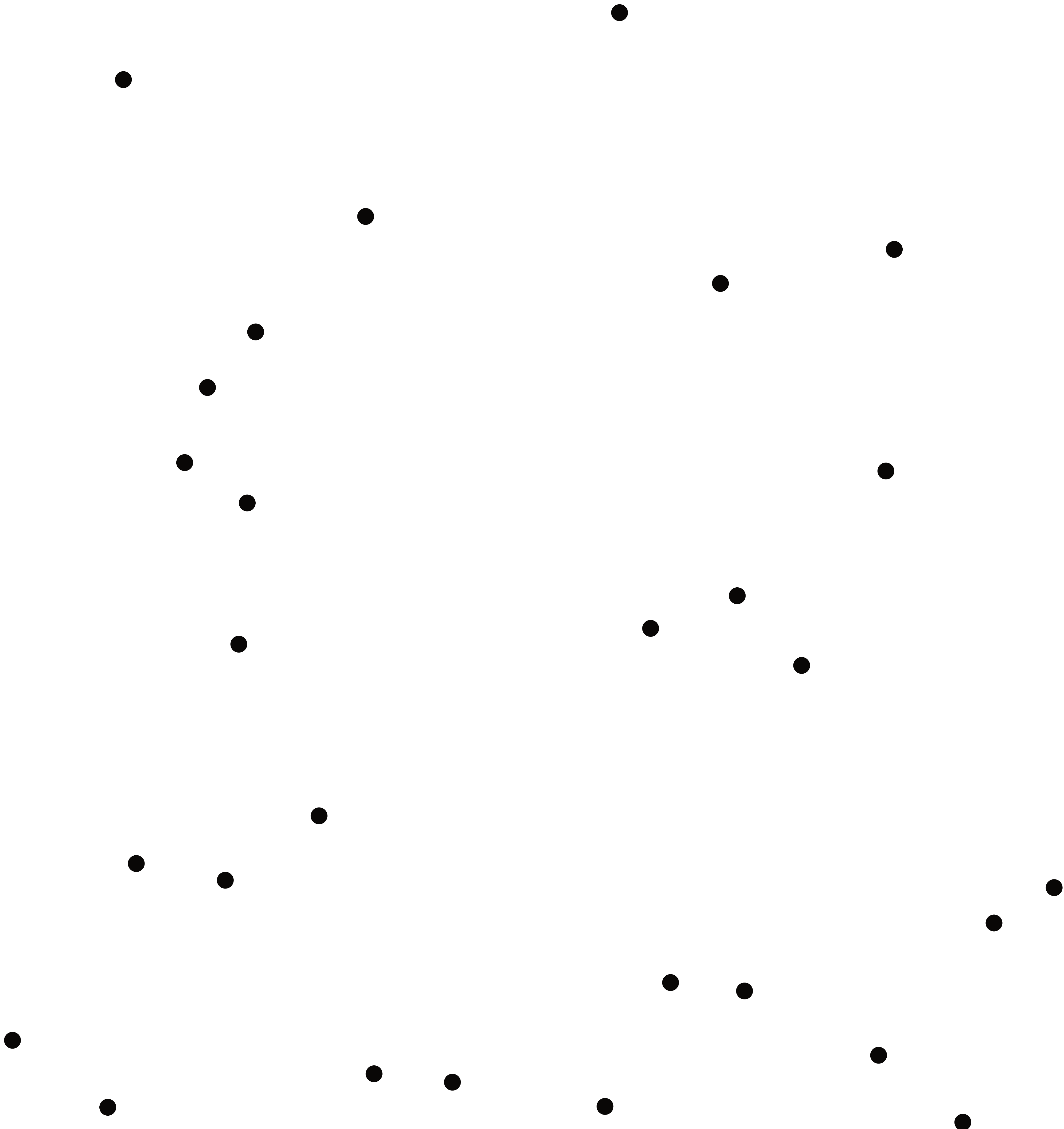
***UltraBloc* is a brand of sunscreen designed for people who enjoy sports and outdoor activities. Come up with a genuine piece of branded utility for UltraBloc. This can be a physical product or web/mobile app. Extra points for originality.**

An art director wants you to comp an outrageous last-minute idea for a VR company. A half-human, half-wild-animal wearing VR goggles prancing in a fantastical world with Mario and Luigi.

Believe in yourself.

***Atomic Brewery* needs a beer label for their Bomb IPA. Design and comp the label below.**

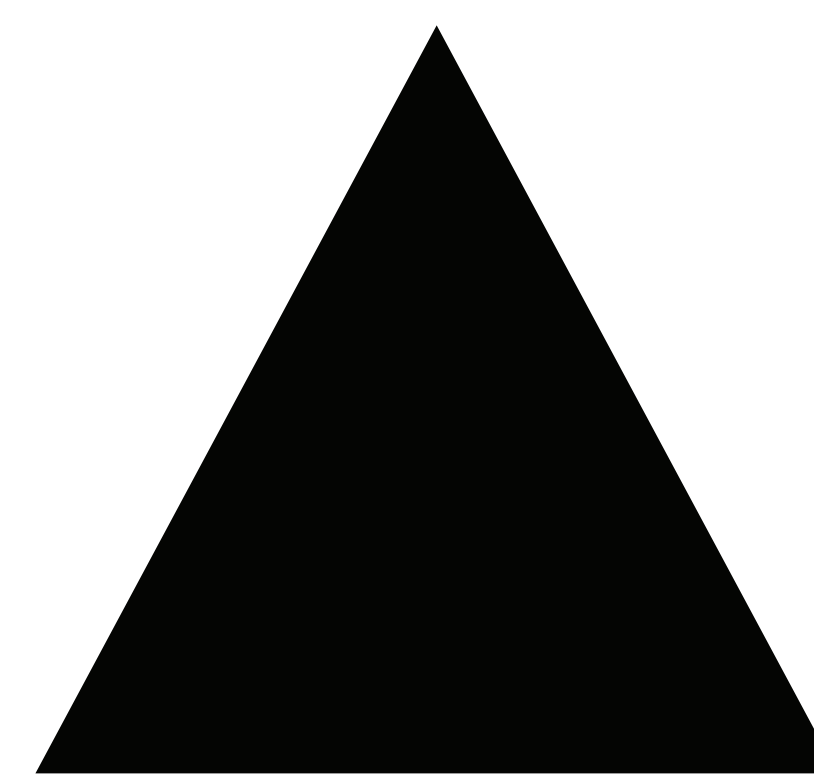
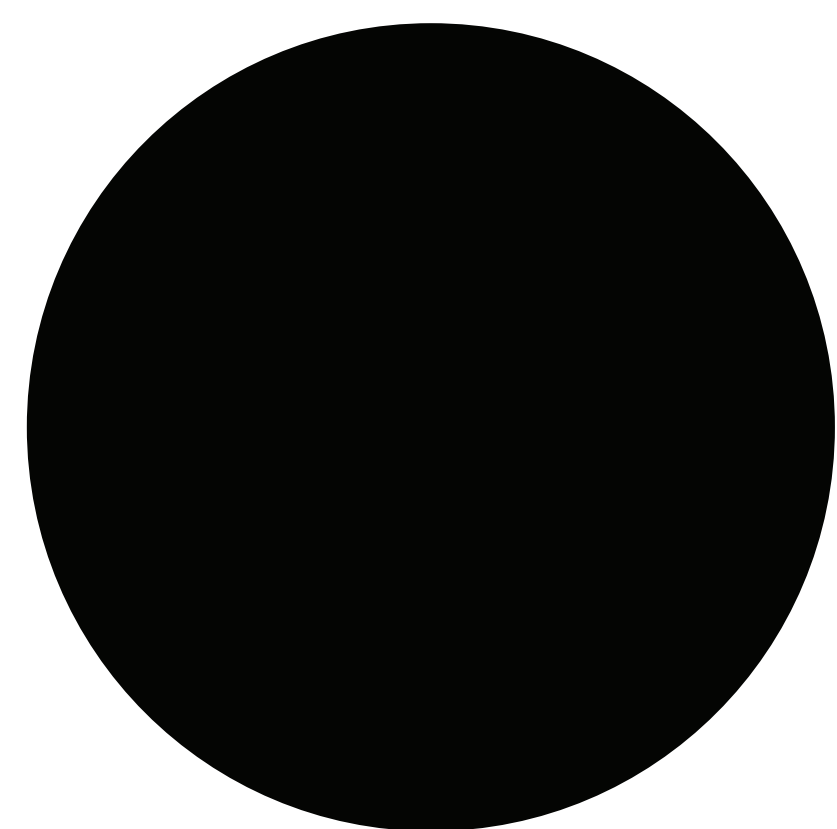
Connect the dots.



***Ethan Birch and Grey* is a luxury cologne and perfume brand. Come up with a color palette for the brand and explain why you chose those colors.**

What's your favorite desert?

Mark the center between these objects.



Extra Credit:

Where do the best ideas come from?

What would you consider the first piece of graphic design?

What is the most common file-naming structure?

_____ **Date_Client-Name_Project_YourInitials_01**

_____ **Client_Project-Name_Version#_YourInitials**

_____ **Client-Name_Date_Project_Version#**

_____ **client-name_project_date_v01**

