

# GRAPHICDESIGNONE

## project five

**DUE:** Tuesday 03/09

### LOGODESIGNPARTONE

After reading the handout on Logos, Symbols, Pictograms and Stationery and answering the subsequent homework questions you will embark on an exciting mission-developing the identity of your assigned company! For this project you will create a visual identity (ie. logo, logotype, corporate identity branding) for your company. The letter that you have been working with so far this semester is the dominant letter in the name of your company. You may choose to use what you have learned about your letterform in past projects, or take it in a completely new direction. That is up to you!

The corporate identity for your company must be designed to work in many different situation. It must work very small and very large for it will appear on all corporate publications, websites, communications, advertising, and branding. It will also appear in multiple colors, one-color, and in black and white ~ so your logo design must remain flexible to be able to adjust to different scenarios.

### INSTRUCTORSNOTE

- Who is your target audience?
- What kind of message do you want to send to possible future customers?
- Will your logo stand the 'test of time'?
- Will my logo be legible and be visually engaging on the small scale? On the large scale?
- Am I using my knowledge in Adobe Illustrator to make my logo as imaginative and unique as possible?

### SPECIFIEDREQUIREMENTS

- You will create two different logos for your company to present to your client. Each should be different, in order to present the client with two solid, yet differing options.
- You must create a minimum of 10 different thumbnail designs of EACH logo (total of at least 20 thumbnails).
- The finished designs must be completed in digital form using Adobe Illustrator. Thumbnails cannot be digital.
- Logos must be presented in two different sizes. One should be approximately 6 inches tall and the other should be approximately 1 inch tall. The two sets of logos should be presented on two separate presentation boards. The presentation is up to you. But, keep in mind, your goal is to impress the client both with your designs and its presentation.
- Prints should be of the highest quality, preferably gloss, luster, semi-gloss and/or photo quality.

## LOGODESIGNPARTTWO

Once you have completed your final designs for the logos, you will then choose one of them to create a letterhead and business card out of. You will include your name on the business card with the title of Art Director (congratulations!). Please provide name, address, website, phone #, fax # and email address on your business card and letterhead. This information can be made up (except for your name!).

## SPECIFIEDREQUIREMENTS

### Business Card

- standard business card size: 3 1/2" x 2". Mounted onto presentation board with one inch border all the way around. No exceptions!

### Letterhead

- standard letterhead size: 8.5" x 11". Mounted onto presentation board with a one inch border all the way around. No exceptions!

## INSTRUCTORSNOTES

- Any project turned in that does not meet the requirements specified in the above guidelines will NOT be accepted.
- If you do not hand these in on-time and/or are not present at the critique - you will fail this project.
- This project is worth 20 points (almost 20% of your entire grade)
- The paper you choose is very important. All paper stock for business card and letterhead should match, unless your concept determines that you should use different paper stocks.
- If you wish to deviate from the established size guidelines above, please confer with me about it first.
- Follow the 5-Step Design Process and this project will progress very easily for you and it will produce quality results ~ I guarantee it!

## RESEARCHRESEARCHRESEARCH

Research corporate identity (and logo design, branding, etc) in the library or on-line. Study examples from past issues of Print, How, Step-by-Step, ID, or Communication Arts magazines. Research other companies like the one you have been assigned ~ how did they tackle the problem of corporate identity? *Remember: I will be collecting and grading your research at some point during the semester ~ don't let it catch you by surprise!*

## TIMELINE

Thurs. 02/25: Three illustrator logo tutorials completed. Logo research due: 10 logos that will inspire you and 10 logos that pertain to the type of company that you are creating a corporate identity for.

Tues. 03/02: Reading and homework #4 questions due. Letter Pictures Part 2 due & critique.

Thurs. 03/04: 20 Thumbnails due.

Tues. 03/16: Work in class on final logo designs, letterhead, and business cards.

Thurs. 03/18: Complete logo design project due & critique.

Tues. 03/23: Letter Pictures Part 3 due & critique.