Project: Logo Design & Branding Project

OBJECTIVES:
• To illustrate on Adobe Illustrator
• To create an individual statement using an illustration and/or type.
• To design simply.
• To design within a very limited space and colors (3).

TIME NEEDED: 8 to 10 hours/classes

MATERIALS: Computers, Adobe Illustrator, USB drive, etc

STEP 1 - research
  o Vocabulary research: Logo, Branding, Company Identity
  o Brainstorming Questions worksheet
  o Sketch Ideas for Logo:
    o 5 thumbnail sketches /drawings in B & W
    o 5 thumbnail sketches are in color: A simple design will carry the most impact. Work out color ideas with colored pencils or markers.
  o Conference with Teacher: Choosing the design we like best and refine it

STEP 2 – working it out
Working on Adobe Illustrator, the size of the finished logo should be within 1 ½” square to fit comfortably on the three pieces of Company Identity (Business Stationary, Envelope, Business Card, etc) on which it would be on final project— 16” width & 20” height
  o Letterhead paper/ Stationary, 8 ½” x 11”.
  o Legal-size envelope, 9 ½” x 4 1/8”.
  o & Business card (front & back) 3.5” x 2”

STEP 3 – handing it in
Handing it in electronically on the teacher’s flash drive and email (reamazoumut@gmail.com). Possibly, uploading to the photo album/ Bolsa Grande’s website. Print and cut white printing paper to sizes appropriate for the stationary—letter:

STEP 4 - evaluation
Hand in for a grade with Visual Fine Arts RUBRIC and to be displayed hardcopy and electronically.
Evaluation
After using the rubric to self-evaluate, the student will be evaluated by the teacher.

• Graded on: Following Directions (name of award and reasons), Design (Elements and Principles), and Creativity... Rubric attached.