

Project 1 – LOGOTYPE

ART221 S2009 **Gorcica**

Project 1
Description and Timeline

PROBLEM:

Use the design process to develop a logotype (or combination mark) to identify the organization you have chosen to advocate for this semester. Prepare your final design as vector art which holds up well when printed, scaled, reproduced, and/or transmitted electronically.

SPECIFICATIONS:

Size: approximately 4" x 4" original, scaled effectively to 25% and 200% of original

Color: Black ink (and optionally one additional color) on white paper

Medium:

Thumbnails, Roughs – felt tip pens, markers, pencils, black ball point pen, brush & ink, computer

Comprehensives – laser prints from files created in vector drawing program - Adobe Illustrator

Presentations, Camera Ready Artwork – color laser prints from Illustrator document mounted on matboard

**THE DESIGN
PROCESS**

- Research
- Thumbnails
- Roughs
- Comprehensives
- Presentation
- Camera Ready Art

Timeline	Processes	Concepts for Discussion
M, 01/12	Intro to Course, Research Report and Logo Project	Design Process
W, 01/14	In Class Assignment, Begin Research and Thumbnails	Pos/Neg Space, Typography
M, 01/19	MLK Holiday (no class)	
W, 01/21	Work Session; Individual Consultations	Vector Art Review
M, 01/26	Research Report 1 Due; Commitment to Organization Made	Intro to Flash
W, 01/28	Research/Thumbnails fully explored/documented for review by instructor	
M, 02/02	Preliminary Critique of Three Roughs (hand-drawn or computer-generated)	
W, 02/04	Work Session, Artist Talk in Kiehle Gallery, 3 pm	
M, 02/09	Final Critique of Camera Ready Artwork; Presentation of Ideas and Process	
W, 02/11	Flash-Animated Logo Due	

This first project will enable you to use the design process to develop a logo based on your selected non-profit advocacy organization. It requires that you use visual communication skills from basic design principles to develop an eye-catching and original concept from start to finish. Please record your process work. When preliminary critiques and final critiques are held in class, you will be expected to present evidence of every step in your process binder together with your final product.

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