ART 291 Computer Graphic Design I

Project 3: Personal Identity System

ASSIGNMENT BRIEF
The purpose of this assignment is to design a symbol and logo for a personal identity system to use in your graduation portfolio and web site in future classes.

An optional Presentation Kit may be designed that will include a series of symbols and logos for your client, color palettes and font family choices. This Creative Brief will receive extra credit.

OBJECTIVES
1. Investigate the use of identity system and marks for designers, artists and photographers.
2. Create a symbol and logo based on your own original imagery and research.
3. Integrate all aspects of various elements to work in a unified cohesive personal identity system.
4. Utilize visual hierarchy to support the clarity of the message.
5. Analyze and apply the visual elements and the design principles in your composition.

CREATIVE BRIEF | RESEARCH
The class will be divided into small groups. Each group will work together to analyze the needs and direction of a personal identity system for each member of the group. The group will help develop a unique and compelling main message for each student.

Analyze yourself as if you were a client.
1. What is the main message for your personal identity system?
2. Who is the main audience?
3. Who is the secondary audience?
4. What do you want to achieve in the next five years?
5. Who is your primary competition (collect logos and symbols)?
6. What is your strength?
7. What is your weakness?
8. What are attributes or adjectives that describe your work?
9. How will you reach your audience?
Symbol & Logo Design

Lynda.com tutorials for symbols and logos. Choose one that you have not reviewed to broaden your approach.

• LogoLounge: Shapes and Symbols in Logo Design by Bill Gardner
• Foundations of Logo Design by Von Glitschka
• Designing a Logo for a Band by Nigel French
• Designing a Logo for a Media company by Nigel French
• Designing a Logo by Nigel French
• Creative Inspirations: Doyald Young, Logotype Designer
• Logo Design Techniques by Nigel French

Symbol Design

You must complete a minimum of two symbols for this assignment. One must be geometric or non-representational and the second must be representational. Your symbol must be easy to perceive at approximately ½” in height. Your initial symbol design must be in black and white although it will be in color as part of your later designs.

Both symbol designs must be inside a geometric shape. This shape may be a circle, triangle, square, rectangle or oval. The geometric shape may be implied by the contents. **Do not put a word inside your symbol.**

Review samples of symbols and logo produced by professional designers. Consider how your attributes or adjectives symbolize your personal identity system.

Begin your concept by drawing your ideas on unlined paper. **After completing your sketches scan all of them to submit for grading.** Once you have a basic idea, develop your concept using Adobe Illustrator. Adobe Illustrator must be used to develop your symbols and logos. For the symbol use a combination of drawing tools, including the pen tool and the Pathfinder Panel. These techniques should be reviewed at Lynda.com under the **Essential Training Illustrator** course.

Logo Design

Experiment with a variety of fonts in combination with your digital symbol. Try to find a font that relates to your symbol.

• **You may not use a highly stylized or decorative font for this assignment.**
• You may revise a traditional font as part of a mark.

Make an art board in Illustrator with a grid of four rows across and four down. Type your name, duplicate the name and place in each part of your
grid. Experiment with different font choices, both upper and lower case and caps to determine the most appropriate choice.

Select the best font and place it on a new art board. Experiment with combining your symbol with this font choice. You will have different font choices for different symbols so this process will need to be repeated for each symbol. Add your tagline to create your signature.

**Software for symbol and logo:** Illustrator

**Size:** landscape 11” x 8.5” with 0.125” bleed and .5” margin

- Intent: print
- Multiple art boards
- Logically organized and named layers

**PRESENTATION KIT | EXTRA CREDIT**

If you want to receive extra credit you have the option of creating a final Presentation Kit using **InDesign** with the symbol and logo. It does not need to include all your development but must include your strongest and symbols and logo combinations.

Save your Illustrator document with a new name and remove pages except for the final selections of your symbol and logo combinations. **Do not save over or edit your Illustrator document.**

Duplicate the Branding Creative Brief and edit the document.

**Color & Typography**

As with the last project you will need a cohesive branding system including a color palette and typography that will be used throughout the your personal identity system. This provides unity and reinforces the visual consistency. Visuals designed in future classes include a business card, printed portfolio and web site.

Add additional pages and experiment with color palettes and font families that will be used in combination with your symbol and logo. The font family does not have to be the same font as your logo. One page should demonstrate your font family by showing samples of headlines, subheads and body copy.

**Software for Presentation Kit:**

- Edited Illustrator document with final logo and symbol selections
- InDesign for final layout

**InDesign Size:** landscape 11” x 8.5” with 0.125” bleed and .5” margin
• Master page items: Project, date, your name
• Logically organized and named layers
• Linked documents
• Guidelines and grid

Presentation Kit pages with final selections
1. Title with project name, client name, date, your name
2. Project summary with main message and target audience
3. Symbol, logo and tagline combinations on multiple pages
   • black and white versions
   • color versions
4. Color palette
5. Typography

PORTFOLIO STATEMENT
A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

GRADING SHEET
The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design. You are expected to review Lynda.com tutorials as part of this process.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

REQUIRED ITEMS FOR GRADING
Brand Brief
• Word document
Symbol & Logo Illustrator document
• Original Illustrator document
• PDF
Portfolio Statement – this is the short document about the assignment
• Microsoft Word or PDF
EXTRA CREDIT

Presentation Kit
- Packaged in InDesign document with all linked items
- PDF

DEADLINE

Your completed project is due at the beginning of the last scheduled class period.

NOTE: This is the last day to turn in the final project. Projects that are not shown at the critique will not be accepted without a written medical excuse. If you miss the final critique without prior approval a full letter grade will be taken off your final average.