

ART 291 Computer Graphic Design I

Project 4: 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.

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.

- 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

PORTFOLIO STATEMENT

A written Portfolio Statement is required for this assignment that states the project title, the software and the year.

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 scanned sketches. Your compositions will be evaluated based on the principles of design.

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

1. Creative Brief

- Word document

2. Symbol & Logo Illustrator document

- Original Illustrator document
- PDF

3. Portfolio Statement

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

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excuse. If you miss the final critique without prior approval a full letter grade will be taken off your final average.