

Project 1 :: Stationery / Logo

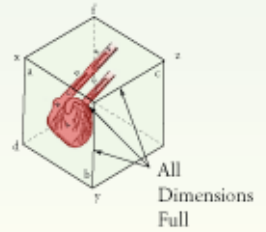
Overview:

For the first project you will be creating stationery with letterhead, a business card, and an envelope. You will create an identity logotype from one of the final colorized symbols in Exercise 02. The logo can be modified from the exercise to suit the needs of the branding you are doing for the stationery. From the logo you will also pull abstracted shapes or artifacts to use as an additional visual element in the design. You will explore relationships between lines, shapes, and color between the logo, its abstracted extractions, and typography layout.

Process:

Where to start? Some suggestions....

- The first place to start with this project is in deciding on whom or what you want to brand. You can approach it from one of two different directions (this is hopefully what you already did in Exercise 02):
 - Decide on what you want to brand first, and try to conform your design to match the energy and general context of the subject (eg. you'd might want dynamic lines and color to depict a motor cross company, where you might want to choose soothing colors and more static lines for a massage therapist).
 - Work through the logo to develop and make up a fake company based on the context of the design.
- Consider how color can illustrate characteristics of an entity (hot, cold, warm, cool, anxious, calm, stable, etc.).
- Consider how color schemes can also portray companies (analogous can be subtle, complimentary can "pop" for conflict or excitement, etc.)
- Consider how varying the scale of elements in the composition can affect the audience's perception of the company.
- Focus on line placement and line quality. People have fairly predictable reactions to certain line styles. You can communicate feelings via line manipulation in images. Some standard associations are as follows:
 - **diagonal** : dynamic, movement
 - **spiral** : depression, confusion, anxiety, off-balance
 - **crossed lines** : fear, anger, frustration, impact
 - **vertical** : hope, uplifting, peaceful motion
 - **horizontal** : calmness, stability
 - **zig-zag, squiggles** : erratic, energy, commotion



Technical Requirements:

CONTENT

1. All design artwork must be original. This means it must be your creation and not copied from another source.
2. You are encouraged to use a logo from Exercise 02 as the basis for your logo in this project.
3. You will produce 3-component stationery: letterhead, envelope, and business card.
4. Each component requires the following:
 - a. Letterhead: company name, logo, address, phone / fax, website, email, visually abstracted logo element
 - b. Envelope: company name, logo, address
 - c. Business Card: company name, logo, address, phone / fax, website, email, name of person and title
5. All three finalized components will be printed separately, as well as printed in a template layout form
6. Maintain four separate files for the letterhead, envelope, card, and composite layout designs. You'll be required to turn all of these digital files in along with the printouts.

LAYERS

1. Use layers to manage major components within each file.
2. Organize layers into appropriate groups
3. Layers must be named (not Layer 1, Layer 2....)

TRANSFORMATION TOOLS

- Use the following tools: Scale, Reflect, Rotate

COLOR

1. Experiment with Live Color
2. Use Swatches, fill, and stroke. Use a color, gradient, or pattern from the additional Illustrator swatch palettes.
3. Use Live Paint in the project to color some grouped objects.

PEN TOOL + SELECTIONS

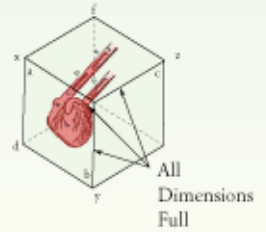
1. You will use the pen tool (start, add, subtract, convert) to draw and modify shapes and/or text
2. You will use anchor handles to manipulate objects.
3. You will use both the Selection and Direct Selection tools to manipulate your objects and text

TEXT

1. Use the text tool to create text boxes (you can conform the text to wrap in the shape of a custom object)
2. Use text on a path
3. Create outlines of your text

SETUP / PRINT / PRESENTATION

1. Letterhead must have a company name, address, web site, typed letter copy, logo symbol and abstracted design component. (layout size: 8.5" x 11")
2. Business Card must have company name, address, phone number, fax, email, web site, person's name/title and logo symbol. (size: 2" x 3 1/2")
3. Envelope must have company name, address and logo symbol. (size: 4 1/8" x 9 1/2)
4. Print 4 separate items, and coordinate them with paper type/color/texture:
 - a. Letterhead on 8.5" x 11" paper on ~24 lb. paper



- b. Business card on heavy card stock paper (~80 – 100 lb. paper). Cleanly cut the card out of the sheet.
 - c. Envelope on ~32 lb. paper
 - d. Composite file with above designs laid out in the template provided on 11" x 17" high quality paper (gloss, luster/semi-gloss, or coated matte paper okay).
5. For presentation, mount the 11x17 composite on black mat board. On the back you need to affix your name and project label, along with a large manila envelope for all other materials. You will fold your letterhead into thirds, place it in your stationery envelope along with the business card, and place the stationery envelope in the pouch on the back of your mounted composite board. You will also include your printed design brief and CD of digital project files in this manila pouch.

DESIGN BRIEF

1. present in pdf format on CD and printed hard copy
2. visual list of all fonts and color palettes considered with hexadecimal numbers
3. prints of Exercise 02 to illustrate logo development
4. log of time spent on each working session (potential billable hours)
5. artist statement that addresses the objective and concept behind the work

Progressive Deadlines:

There will be progressive deadlines for all investigation materials, as well as a mid-project peer critique.

Due at the Critique:

1. Printed / mounted final project with all four print components: letterhead, business card, envelope, composite
2. CD with the following:
 - a. Digital .ai file with snapshots saved with history of technical requirements
 - b. Design Brief pdf
3. Printed Design Brief

Grading Structure:

Design and Composition: 50%

layout visual heirarchy, successful communication/ impact, color choices, movement, form, imagery choices, inventiveness and creativity

Technical Competency: 40%

Followed Instructions (see above requirements), successful use of required AI tools, formal presentation and craftsmanship

Design Brief: 10%

Included all required assets for brief, professional setup / presentation of pdf file