

1 Flag Design

ASSIGNMENT

Each student will be redesigning the Honolulu city flag. The final flag should take into consideration the principles covered in *Good Flag, Bad Flag* by Ted Kaye and Roman Mars' TED Talk.

While the flag is the final deliverable, the process is as important as the outcome. This project intends to introduce you to a condensed exploration of the design process.

OBJECTIVES

- to undergo the step-by-step creative process
- to introduce you to research-based design
- to create a visual representation of your conceptual idea
- to revisit creating simple illustrations in Adobe Illustrator
- to produce high-quality print work
- to practice good craftsmanship
- to learn to write about and defend your work

FINAL DELIVERABLES

- **10" x 6.675" Flag Mounted to Foam Core**
Create your city flag in Adobe Illustrator and use the KCC NMA facilities to print your flag on high-quality ink jet paper. Mount your flag to foam core and trim it to 10" x 6.675".
- **Design Rationale**
Write a design rationale that includes the reasons behind your design decisions. Keep your writing succinct—no more than one paragraph.

GRADING

The completed project is worth 100 points toward your final grade.

See the Project Rubric for details.

TIMELINE

2 weeks will be dedicated to the completion of this project.

VISUAL EXAMPLES

