



3

City Logo

ASSIGNMENT

In this assignment, you will be developing one final logo for an international tourist city. While the logo is the final deliverable, our focus of study will be on the creative process involved in developing a mark. The process is as important as the outcome.

There is also an opportunity to create pictograms that are representative of tourism sites within the city. These can theoretically serve as way-finding signage throughout the city.

OBJECTIVES

- to practice sketching in the development of concepts and aesthetics
- to learn and practice the steps of the creative process
- to learn to refine your sketches into a polished vector file
- to refine print production skills
- to practice good craftsmanship in the presentation of your work

FINAL DELIVERABLES

On the project due date, turn in the following:

- 2 logo boards (black & white and color versions)
wrap your boards in craft paper with your name clearly printed on the outside.
- 1 PDF (2 pages) of final logo uploaded to class DropBox
name your file: YourName_CityLogo.pdf

Optional pictograms:

- 1 PDF of final pictograms uploaded to class DropBox
name your file: YourName_CityPictograms.pdf

TIMELINE

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

GRADING

The completed City Logo is worth 300 points toward your final grade.

See the project rubric for grading details.

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.

SPECIFICATIONS

Your logo should be printed on high-quality ink jet paper and trimmed to 6" x 6". The logo should be approximately 2.5".

Mount your paper to a board that is 10" x 10".

If your logo is not near square, increase either the horizontal or vertical measurement so that the area is approximately six square inches.

example: 3.5" x 1.75"

