

ASSIGNMENT

In this assignment, you will be developing one final logo for a chosen corporation. 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.

Some suggested corporations are:

Eurostar	Earthbound Farms
Sysco	Costa Cruises
Sherwin Williams	Ikea
Hasbro	Times Supermarkets

OBJECTIVES

- Design visually appealing graphic symbols and/or logos that are mindful of the history and theory of graphic symbols, the visual elements of design, color theory, and typography.
- Design functional graphic symbols and/or logos that are distinctive, memorable, appropriate, versatile, timeless, practical, simple in form and conveys an intended message based on research.
- Design functional graphic symbols and/or marks that are considerate of issues of size, reduction and reproduction.
- Apply knowledge of the theory, history, and principles of design and animation in the creation of new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.
- Communicate effectively, both visually and verbally, by presenting work, defending design decisions and by participating as an active critic during group critiques.
- Design visually appealing symbols and logos that communicate a message clearly to intended audience while effectively using vector software.

FINAL DELIVERABLES

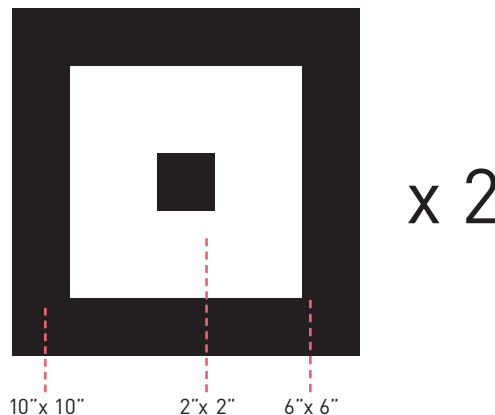
On the project due date, turn in the following:

- **2 Boards (black and white & color versions)**
wrap your boards in craft paper, newsprint, or envelope with your name printed on the outside.
- **1 2-page PDF of final logo uploaded to Google Drive**
name your file: YourName_YourClientLogo.pdf

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"*



GRADING

The completed Corporate Logo is worth 30% of 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.