

1 Olympic Pictograms

ASSIGNMENT

In this assignment, you will be creating at least four pictograms to represent different events in the Summer or Winter Olympic Games. The pictograms should be clear as to what game is represented. And, each should be developed to feel part of the same system.

Each pictogram should be housed in a square, circle, or other shape with approximate proportions.

You will develop two versions of each pictogram. One will be a positive and the other a negative.

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

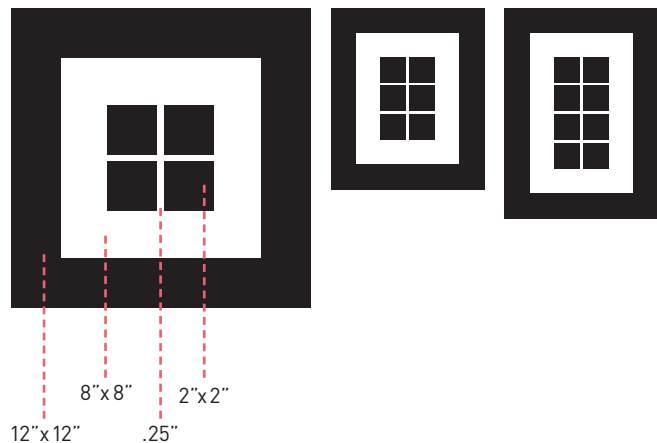
On the project due date, turn in the following:

- 2 Boards (positive and negative)
wrap your boards in craft paper, newsprint or envelope with your name printed on the outside.
- PDFs of final files uploaded to the class Google Drive.

SPECIFICATIONS

All four pictograms should be printed on high-quality ink jet paper and trimmed to 8" x 8". Each pictogram should be 2" x 2" with .25" space between each. The page should be mounted centered on a 12" x 12" black board. The result should look like the illustration below.

Should you develop more than the required four pictograms expand the vertical measurement of the paper and board.



GRADING

The completed Olympic Pictograms are worth 10% 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.

REVERSE

You should have two versions of each pictogram. A black illustration on a white background and a white illustration on a black background.



SPORTS

Choose at least four of the following sports to depict in your pictograms from either the Summer or Winter games:

Summer Games

Archery
Athletics
Badminton
Basketball
Beach Volleyball
Boxing
Canoe Slalom
Canoe Sprint
Cycling bmx
Cycling Mountain Bike
Cycling Road
Cycling Track
Diving
Equestrian/Dressage
Equestrian/Eventing
Equestrian/Jumping
Fencing
Football
Golf
Gymnastics Artistic
Gymnastics Rhythmic

Handball
Hockey
Judo
Modern Pentathlon
Rowing
Rugby
Sailing
Shooting
Swimming
Synchronized Swimming
Table Tennis
Taekwondo
Tennis
Trampoline
Triathlon
Volleyball
Water Polo
Weightlifting
Wrestling Freestyle
Wrestling Greco-Roman

Winter Games

Alpine Skiing
Biathlon
Bobsleigh
Cross Country Skiing
Curling
Figure skating
Freestyle Skiing
Ice Hockey
Luge
Nordic Combined
Short Track Speed Skating
Skeleton
Ski Jumping
Snowboard
Speed skating