

Project: Identity package development Development

Identity due: Sept 22

Identity package due: Oct 1

For Tuesday Sept 15: 25 hand-generated conceptual sketches

The identity solution is due Sept 22! You must be focused on getting to the heart of the identity solution. Between now and Thursday you must preliminary research and my lectures on logos and typography as a starting point for exploration of your identity logo. Sketches are to be specific and well thought out (not sloppy). Your sketches must also reveal the typography you intend to use so look up some examples in books or online!

Concept: You are designing a logo solution which communicates what your magician/show is all about. What is it that describes them best? What could represent them? That is your task. Refer to your design brief to verify you are on conceptual track.

Work only in black and white - no color. Be prepared to speak on WHY you made your choices and why you selected certain type... what are the qualities you are interested in within that design.

Once you have your logo created, you will extend it to a series: identity package that will include letterhead, envelope and business card.

Schedule:

In class Sept 15: You will pick several of your best ideas and refine the sketches.

For Sept 17: have one final, refined sketch scanned or ready to take to the computer

In class Sept 17: scan and translate logo to digital form

For Sept 22: finalize your logo and apply color, print and mount, prepare for a critique

In class Sept 22: Preliminary critique of B&W and color logos

For Sept 24: 10 sketches for Identity package

In class Sept 24: review sketches and create letterhead, envelope and business card applications

For Sept 29: Refine applications

In class Sept 29: Last minute adjustments

For Oct 1: print and mount, prepare for critique