

DESIGN

•Mrs. Bjork

• Room 114 & 113

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Assignment Description: Corporate Identity

Develop a design that illustrates asymmetrical, symmetrical or radial balance and can be transformed into a logo. Choose the kind of balance you didn't use in your first project. Use the logo you design to create a business system for the company chosen. It should include a 3-dimensional package design for a product, business card, letter-head and envelop. Experiment with color harmonies (schemes) to create the most pleasing design. Consider the needs of the client your design is for. What can they afford? What type of business is it? Who are they selling their product to? What does that consumer expect-mood? What feeling does the product give the customer? Create your design by starting with marker thumbnails, and then digitized media.

Specifics:

- 12- 2"x2" thumbnails of your logo idea in full marker color and Enlarged Design
 - **Due: Thursday 2-27-14**
 - Choose one from your ideas and do a 6"x6" full marker drawing of the chosen design
Due: Thursday 2-27-14
- Illustrator version of design created at full size **Due Monday March 3 (on screen only, do not print, I will check from the screen)**
- Work must show balance (choose one you didn't do on assignment 1)
- Work must be neatly crafted with fully rendered color
- Work must be mounted for presentation
- Work must show an awareness of the client's needs (what they can afford, the number of colors they say they want, the mood of the business etc.)
- Strong composition and design should be evident
- Attention to detail and realism should be attempted with 3-dimensional models
- Letterhead should be 8.5" x 11"
- Envelope should be 4" x 9.25" not including the flap (create on an 8.5" x 11, letter-sized paper and cut down to size)
- Business card should be 2"x 3.5" (create on 8.5"x 11, letter-sized document) with multiples printed on one sheet and one displayed on board
- Product design should be 3 dimensional and realistic to the client you've chosen
- Work should explore repetition, proportion, unity, balance and 2D space
- Final collection is **DUE: Thursday March 13**

Sketchbook Requirements:

- Divide 1-2 pages into six 2" x 2" boxes. (Twelve boxes total) Be neat and organized with the division of your page. Develop 12 thumbnails for your design idea playing around with color schemes and designs as you work. Work in pencil first and then use marker to indicate color.
DUE: Due: Thursday 2-27-14
- Choose one from your ideas and do a 6"x6" full marker drawing of the chosen design **Due: Due: Thursday 2-27-14**
- Find examples of corporate identity packages on the Internet. POST three examples to the group website: <https://phsdesign.wikispaces.com/Corporate+Identity+Logo+2012> (Click CORPORATE IDENTITY 2012 under Assignments) Follow the directions on the wiki for how to create your own page and link it to the class page. Then explain what you liked about the identity images you found. Explain what type of logo the corporate identity uses and why you think it is that type. Explain who the target audience is for this marketing campaign. Explain how the design meets the needs of the client. **Do this part first to research and gather ideas due end of class. Due Tuesday 2-25-14**