

# DESIGN

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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. 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?

### GRADING SCALE: Point Value

- + Plus indicates you did this well and counts for 3 points
- ✓ Check indicates that you did this, but were missing something and counts for 2 points
- Minus indicates that you did not do this to the level required and counts for 1 point
- 0 Zero indicates that the required element is missing and counts for 0 points

### Research: WIKI

- \_\_\_\_\_ Posted examples of corporate identity with one of each type of logo
- \_\_\_\_\_ Explained what you liked about each logo
- \_\_\_\_\_ Explained what type of logo the corporate identity uses and why you think it is that type.
- \_\_\_\_\_ Explained who the target audience is for this marketing campaign.
- \_\_\_\_\_ Explained how the design meets the needs of the client.

### Project: CORPORATE IDENTITY AND LOGO

- \_\_\_\_\_ Final design adheres to the size requirements including envelope, business card
- \_\_\_\_\_ Design concept was unique, interesting and complex and met the needs of the client
- \_\_\_\_\_ Design used the proper number of colors based on the budget of the client
- \_\_\_\_\_ Design used the principle of balance (using one you didn't use on assignment 1)
- \_\_\_\_\_ Attention to detail and realism is evident, especially with the 3-dimensional product
- \_\_\_\_\_ Product design is 3-dimensional and realistic to the client you've chosen
- \_\_\_\_\_ Design explores the principles of repetition, proportion and unity.
- \_\_\_\_\_ Design was neatly crafted with straight edges, realistic sizes
- \_\_\_\_\_ Design was neatly mouted for presentation with all elements of corporate i.d. displayed
- \_\_\_\_\_ Project met the deadline.

### TOTAL POINTS: Grades

- \_\_\_\_\_ Research Wiki
- \_\_\_\_\_ Project: Corporate Identity: Logo Design
- \_\_\_\_\_ Total out of 45 points \_\_\_\_\_ Letter grade