

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