

Ms. Bjork <http://phsvisualartdept.weebly.com/graphic-design-assignments.html> <mailto:bjorjea@pewaukeeschools.org>

Unit Name: Unit 3- Corporate Identity**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:

- You will create an identity package that includes: a logo that is incorporated into, business envelop design, business card design, business letterhead design, product design related to the business (could be a mug, tee shirt, box, can, skateboard etc. depends on the business you select)
- 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
- Work should explore repetition, proportion, unity, balance and 2D space
- Final collection should include business card, envelop, letterhead and one product that is appropriate to your company.

Visual Journal Requirements:

- ❑ Start Wiki research page. This is just step one to understand logos and how important they are to a corporation's identity.
 - ❑ **After you finish the wiki**
 - ❑ Begin to consider what company you will create a design for. This will be your own new interpretation of the company, the products it sells and its services. Use what you discovered about typography from the last unit to develop an idea.
 - ❑ **Develop 2 pages of Visual Journal research about your company including written and designed information that will help you plan this project. Your research pages should answer the following questions in images and words.**
 1. Who is this company,
 2. What kind of product or service do they provide?
 3. Who are their clients? age? type of people?
 4. What kind of budget do they have?
 5. Are they well established or newer?
 6. What is the vibe of this company? (trendy, romantic, classy, old school, up and coming, artistic, technical)
- Develop 2-4 pages of thumbnails that plan the logo design (at least 6-8 different ideas, 6-8- 2"x2" thumbnails in full marker color and Enlarged Design of your proposed logo design using multiple types of balance: radial, asymmetrical, symmetrical.) and the look of the items listed above (2-3 thumbnails each showing the layout of the business card, letterhead, envelop and the product design)**

Reportable Standard	Priority Standard
In each box list the reportable standard to be assessed in the unit	In each box list the Priority Standard(s) associated with each Reportable Standard that will be assessed in the unit
RS 1 CREATE Plans complex concepts for creative artwork that connect to history, society and/or personal life experiences.	PS1 -Apply and utilize the elements and principles of design in the creation of visual art. PS4 - Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea. PS7 Connect artistic ideas & works with personal, societal, cultural and/or historical context to deepen understanding.
RS 2 CREATE Plans and develops complex compositions through quality craftsmanship.	PS2 - Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity. PS3 -Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.
RS 3 PRESENT & RESPOND Interpret and evaluate the meaning of art work through the critique process.	PS5 - Present final artworks for public display via internet or gallery exhibit. PS6 - Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork.

Learning Targets

The Student Will....

PS I

- Develop designs that utilizes the elements and principles. (K,P,S, R)
- Create emphasis by developing a strong focal point in your design. (K,S,P)

PS2-

- Create designs that utilize only typography, shapes and colors. (S,P)
- Create a designs that was neatly crafted. (S, P)
- Present final designs mounted neatly for critique with business card, letterhead, envelop and product 3D design displayed. (S, P)

PS3-

- Create a strong focal point. (K, S, P)
- Utilize an interesting, meaningful and purposeful break-up of space (K, S, P)
- Develop designs that illustrate an awareness of positive and negative spaces (K, S, P)

PS4

- Research corporate identity via the class wiki to begin to develop your concept (K,P,S, R)
- Develop logo and corporate stationary thumbnail sketches that propose varied ideas and compositions for the final design. (K,P,S, R)

PS5-

- Prepare final designs for presentation during critique and classroom gallery display. (P, S)

PS6-

- Evaluate the final designs with a written artist statement using the It's CLEAR format for writing. (R,K)
- Explain how the criteria was met for this unit. (R,K)
- Explain what elements and principles of art were used. (R,K)
- Explain which design(s) you feel are best and why. (R,K)
- Describe improvements or changes (R,K)
- Explain how to implement these changes. (R, K)

PS7-

- Research the work of other graphic designers and typographic designers to develop an understanding of corporate identity in the context of graphic design history. (R, S, P)
- Connect your concept to your own personal experiences and ideas creating a design that has meaning to you. (R, S,P)

Summative Assessment(s)

Identify the summative assessment(s) that will be administered & graded in the unit.

- Wiki Research on Corporate Identity
- Visual Journal Pages as Described above including full color thumbnails and written proposal
- Critique of final designs
- Written artist statement

Priority Standard Proficiency Scales

For each Priority Standard listed above create a Proficiency Scale that clarifies the levels of proficiency for the Priority Standard in the context of the unit.

Proficiency Scale: Describing levels of a Priority Standard vs. **Rubric:** Describing levels of a task

You may use a Priority Standard to score an assessment or you may develop a rubric specific to the assessment

Priority Standard	4-Advanced	3-Proficient	2-Approaching	1-Minimal

PS1- Apply and utilize the elements and principles of design in the creation of visual art.	Intentionally and mindfully create works of art that creatively incorporate the elements and principles of design.	Intentionally and mindfully apply and utilize the elements and principles of design in the creation of visual art.	Apply and utilize the elements and principles of design as a basic foundation for creating visual art.	Use and application of elements and principles of design is not clear.
PS2- Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create and plan artwork that illustrates exceptional quality Craftsmanship: Evidence of advanced technical proficiency and visual acuity.	Create and plan artwork that illustrates quality Craftsmanship: Evidence of technical proficiency and visual acuity.	Create artwork that illustrates basic craftsmanship, lacking detail and command of media chosen.	Underdeveloped quality and care with media. Final presentation is missing or incomplete.
PS3- Create and plan artwork that illustrates Complex Composition: Evidence of competent visual organization and design.	Create and plan artwork that illustrates innovative complex compositions: Evidence of exceptional visual organization and design of space (2D, 3D, 4D).	Create and plan artwork that illustrates complex compositions: Evidence of competent visual organization and design of space (2D, 3D, 4D) .	Create artwork that illustrates basic compositions: Some evidence of visual organization and design of space (2D, 3D, 4D).	Underdeveloped composition, incomplete organization and design of space.
PS 4 Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create & plan artwork that illustrates imaginative,conceptual development with evidence of creative problem solving and interpretation of the idea.	Create and plan artwork that illustrates Complex Conceptual Development: Evidence of a clearly thought-out and communicated idea.	Create artwork that illustrates a basic concept.Followed directions but sought a simple, basic solution & interpretation of the idea.	Create artwork that does not illustrate a clear concept and planning process. Work did not solve the problem set forth by the assignment.
PS5- Present final artworks for public display via internet or gallery exhibit.	Design and create a final presentation of artworks that engages the viewer and becomes a work of art in and of itself.	Design final presentation of artworks for public display that enhances and highlights the original artwork via internet, classroom or gallery exhibit.	Design basic presentation of final artworks for public display via internet, classroom or gallery exhibit.	Final presentation of artwork is lacking finish and thought.
PS6- Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary to Respond to and Interpret artwork.	Creatively engages in analysis and evaluation of artwork with meaningful critique contributions in oral and written form using art-specific vocabulary.	Analyze, evaluate and critique artwork in oral and written form using art-specific vocabulary.	Basic analysis and evaluation of artwork through oral and written critique, using simple art-specific vocabulary.	Analysis and evaluation of artwork through oral and written critique process is lacking, incomplete or does not use art specific vocabulary.

PS7 Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Invents ways to innovatively connect to artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Connect artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Basic connection of artistic ideas and works with personal, societal, cultural and historical context to deepen understanding.	Lacks connection of artistic ideas and works to personal, societal, cultural and historical context to deepen understanding.
---	--	--	--	--