

# MAT 135 :: Graphic Design 1 :: Principles

## PROJECT 6 :: LOGOTYPE :: Collateral layout

**THE PROJECT:** Logotype design changes an ordinary word into a memorable visual object. A logotype, is a logo made from a name or word, as opposed to a logo symbol, which is made from an abstract graphic mark. The visual image of a company's name is synonymous with that company's identity, and by extension, its brand. After you design your logo, you will then apply the logo to stationary collateral. Your goal in this project is to "brand" yourself... To create a memorable visual identity for YOU.

### Requirements

#### **SPECIFIC REQUIREMENTS:**

##### **Part One :: Awareness and Concept**

- Research LOGOS on Google
- Select 5 logos you believe are effective, unique, or "catchy"
- Bring these to class for discussion (JPEGs are fine)
- Use your first or last or both names
- Develop design sketches using your name in various configurations (20 sketches)
  - Experiment with different typefaces
  - Consider a solid shape or other graphic shape
  - Sketch some word/image combination possibilities

##### **Part Two :: Refine and Apply**

- From the sketches, select one design to further refine
- Push the development of your design, focus on small details
- Experiment with font, weight, size, placement, orientation
- Apply your logo design to a letterhead, envelope and business card
- Print final logo design
- Print final stationary package/collateral
- Mount neatly on poster board

### Design Process

Refer to the PDF document "Discover the Logo in Your Name" (<http://www.miracosta.edu/home/juhlik/MAT135/Images/Logo.pdf>). This document succinctly summarizes the primary issues in developing a logotype from a name. What is important here, is you should use only type, or at most, a type/image fusion.

### Archive Files to the Server

Save each file as a native Illustrator document and a copy in either .JPEG or .PDF. Initial layout studies should go in a sub-folder labeled studies and the final version should go in a folder labeled final. You should organize all files within a "Project 06" folder inside your *student* folder.

### Final Presentation

Print the final following the project template and presentation requirements. We will review the presentation requirements in class. Be prepared to present your work in class.

### Evaluation

This project is worth 200 Points toward your final grade. The following criteria are the means for evaluation:

- Meeting Deadline requirements > 20 points
- Sketches > 50 points
- Depth of Exploration > 50 points
- Type/Design solution > 60 points
- Presentation/Craftsmanship aesthetics > 20 points