

Project 02 - Identity Design, further steps

2. Logo and Identity-design As with Project 01, you will be applying a grid system when composing your design. You will design a logo (in Illustrator), create an appropriate colour palette, and concentrate on hierarchy of information (e.g. presented in a logical order), while keeping your target audience in mind.

You will then apply your logo to a business card and letterhead (identity) for your company.

Due Oct 21st-23rd in the Labs

- 2 printed drafts (each) of your logo design, drawn in illustrator. (one black and white and two colour versions each, i.e. $2 \times 3 = 6$ versions each)
- 3 paper-sketches of a business card and matching letterhead for each of your logos (6 business card, 6 letterhead each) for the sketches, you have to print out the type and logo-elements, and paste them on paper with scotch-tape

3. Refine your designs Now you will need to take the feedback you've already received and refine your logo and identity designs. The idea here is to take the ideas from both partners and decide which elements to keep, which to refine, and which to eliminate. You will need to pare down to one logo and two identities (business card and letterhead).

When refining your designs, consider the feedback you got from your TAs along the way.

Due Oct 28th-30th in the Labs

- ONE logo design - printed, in colour
- TWO identities (business card and letterhead) - printed, in colour, actual size
- if you are planning on using special paper, it must be printed on that. make sure it works with your connotations
- ONE screendesign for a website, showing your "ABOUT US"-page (In Photoshop, 1024x768 Pixels)

At this stage your designs should be almost complete and should require only small changes and refinements.

4. Final Presentation Keep in mind that presentation is VERY important. Everything you hand in should be of professional quality. No folding, stapling, etc. And please be sure to have your name, student number and lab section on the back of EACH document you submit. Anything without this information will NOT be graded.

Due date: Mon Nov 2nd Project will be presented **IN LECTURE**. Be ready on Monday!

Your final deliverables in Labs, Nov 4th-Nov 6th

1. ONE 8.5x11 page showing your final logo, BIG
2. ONE hardcopy of your business card and letterhead
3. A powerpoint file, to present your ideas to your audience - you **MUST** use powerpoint, and all of your files for the presentations **MUST** be contained within your powerpoint presentation.