Project 01: Corporate Identity Design

Example: Kiddieup-Travel by eighthourday.com

The Assignment	**You and your partner will be starting a company. Design an identity, consisting of a logo, business card, letterhead, applications and a powerpoint-template for your company. Value is 20 marks**
Logo	"A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark)." (wikipedia) For your project you are expected to produce both a graphic mark which is integrated with your company name (font selection is important).
Business Cards	Business cards are cards bearing business information about a company or individual. You may have text on both sides of the card.
Letterhead	A letterhead is the heading at the top of a sheet of letter paper. It usually consists of a name and an address, and a logo or corporate design, and sometimes a background.
applications	You must show your logo applied to various products (such as storefronts, t-shirts, cars, etc.) You may use Photoshop to produce these.
Powerpoint template	You must make a powerpoint template. You will use this for your in-class presentation.

Project 01 - Corporate Identity Grading Criteria
Assigned on Week 2

Due in the Labs week 5	Project will be presented in-class (Lab) 1. Your final logo, in colour, BIG (printed on 8.5x11 paper) 2. A hardcopy of your business card and letterhead 3. A printout of your 3 logo-applications (printed on 8.5x11) 4. A screenshot of a typical powerpoint slide, based on your design (All the printouts on 8.5x11 paper, except the business card) 5. Presentation in ONE powerpoint file, based on your design. This ppt MUST contain all the other files you are presenting. Presentation will be 5 minutes in length. 6. You will upload a copy of your .ppt to WebCT. This is for reference only you are graded on your print submission.
Presentation-criteria (5 points)	- talk loud and clear, face the audience - keep your presentation time at 3 minutes - Present using a single, well constructed Powerpoint presentation - explain your design process, and the strengths and connotations of your design - use design language (No "It looks good", or "It's appealing" - try "It uses a consistent visual language" or "with our aesthetic choices we address the target audience" instead)
Design criteria (15 points)	- Creativity - Logo Design (Use of colour, figure-ground-composition) - Layout Design (Typography, Integration of Information and Logo) - Appropriateness (How does your design embody the connotations and goals of the mission statement) - Consistency (Choices of font, colour, graphic elements: how consistent are they throughout logo, letterhead, applications, powerpoint-design etc.)