

FUND.GD20S// ASSIGNMENT 3) LETTERMARK / COMBINATION MARKS

Students will design a lettermark or combination mark, by using their own initials.

Students will take their first and last name initials and design them into a lettermark that represents them self. Students can also combine a graphic element within the letters to represent an interest of them selves: **eg. skateboard, music note, animal etc.**

The graphic element SHOULD NOT be a complex illustration, keep it simple.

INSTRUCTIONS

FINAL SIZE: 6x6in

- Research online different lettermark and combination marks.
- On a 11x17in sheet of paper, Come up with **20 DIFFERENT ROUGH SKETCHES (called Thumbnails)** in order to explore different ideas.
- Use Capital, Lower case and combinations of letters.

Review your thumbnails with Mr. Beaudin BEFORE starting your final design.

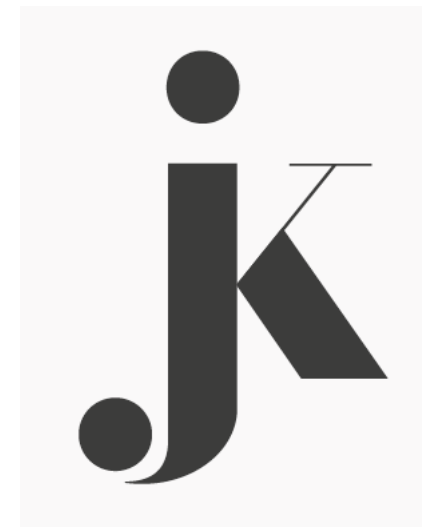
FINAL DESIGN

- Using a 6x6in piece of layout paper. Draw your final lettermark or combination mark design.
- Draw your final design by using pencil very lightly on layout paper and then finish it off using a fineliner black marker. **(ask for one)**
- Glue (mount) your final design onto black matt board. Giving a **2in** boarder around the **sides and top** with a **2.5in** boarder on the **bottom**.

HAND IN

- All your thumbnails.
- Final mounted design.

20 EXAMPLES OF AB LETTERMARKS



FINAL MOUNTED DESIGN



CRAFTSMANSHIP

/5

This portion of the mark is an evaluation of effort, care and attention to detail for the assignment.

CREATIVITY

/5

This portion of the mark represents how well thought out the students idea was for the assignment.

USE OF TIME

/5

This portion of the mark represents how well the student used their time in class and was focused through out the assignment.

ROUGHS AND RESEARCH

/5

This portion of the mark represents the research and roughs need for the exploration of the final design.

DESIGN PROBLEM SOLUTION

/10

This portion of the mark represents how well the students solution solves a design problem posed in the assignment, and fulfils specific assigned requirements.

TOTAL

/30