FUND. GD 20S // LOGO DESIGNS AND STYLES

In this assignment students are to use the design process to successfully re-design a series of 3 different styles. Traditional format.

- *LETTERMARK/COMBINATION MARK*
- *EMBLEM LOGO*
- *ABSTRACT LOGO*

Research online to find a logo to redesign in the 3 different logo styles stated in the assignment. Each redesigned logo must be an original idea and look completely different from the actual original logo. Final logo designs must be clean and creative and completed on 3 5x5in sheets of illustration board.

Final designs will be mounted on BLACK MATT BOARD.

* PAY CLOSE ATTENTION TO CRAFTSMANSHIP AND DETAIL

INSTRUCTIONS

SIZE: 3 5X5in ILLUSTRATION BOARDS

MEDIUM: TRADITIONALLY OPEN (max. 4 COLOURS)

- Follow the design process.
- Research online example of each logo style to use for ideas and inspiration for the re-design. **DRIBBBLE, 99DESIGNS.CA, LOGO INSPIRATION.**
- Create a series of 10 thumbnails for each logo style, before starting the final designs.
- Pay close attention to craftsmanship and detail.
- Completed final designs in black fineliners and no more then 4 colours.
- Mount your final designs on black matt board.
    - Follow the MOUNTING INSTRUCTIONS PROVIDED.

HAND IN

THUMBANILS FOR EACH DESIGN AND FINAL MOUNTED DESIGNS.

LETTERMARK / COMBINATION MARK

EMBLEM

ABSTRACT

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