

INTERACTIVE GD 30S // ASSIGNMENT 4) FOOD TRUCK LOGO DESIGN

In this assignment students will design an eye catching logo for a food truck company, with the use of Adobe Illustrator.

The completion of the assignment will be done in three stages. The first stage is filling out a client brief, being the explanation of the business, and the look and feel that the design will give off. The second stage being the initial company logo design, taking into consideration imagery, font selection, and the colour schemes. The third stage will be, opening the food truck template in order to colour. Place the company logo. Once all three stages are complete students will print, cut, fold, and glue the truck. Creating a mini mock-up!

INSTRUCTIONS

- Fill out the client brief.
- Research online different examples of food truck logos for inspiring ideas.
- Develop at least 8 thumbnail sketches.

Discuss with Mr. Beaudin before starting digital works.

- Open Adobe Illustrator to begin tracing and designing.
- Save file as: LastNameFirstInitial_FOOD TRUCK LOGO
- Create separate properly named layers for shapes, images, and typography.

TURN TEXT INTO OUTLINES:

SELECT THE TEXT > TYPE > CREATE OUTLINES.

- SAVE YOUR FOOD TRUCK LOGO.
- Open the food truck template and fill in colours to match the look and feel of the logo.

REMEMBER THE FINAL OVER ALL LOOK MUST BE EYE CATCHING

- On separate layer place the company logo.
- Save file as: LastNameFirstInitial_FOOD TRUCK LOGO
- Print, fold, cut, and glue your truck.

HAND IN

- Illustrator file: FOOD TRUCK LOGO to **DBEAUDIN > INBOX > FOOD TRUCK LOGO**
- Complete printed, glued, and folded food truck MOCK-UP



COLOUR AND CONTRAST /5

This portion of the mark represents how well colour and contrast have been considered and implemented.

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 the assignment.

USE OF TIME /10

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

TYPOGRAPHY /5

This portion of the of the mark is an evaluation of the quality of type created as a part of the assignment. This mark includes qualities such as font selection, text alignment, line spacing, legibility.

DESIGN PROBLEM SOLUTION /10

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

TOTAL /40

