

In-class Assignment

04.05.07

Conveying mood, atmosphere, and personality are all important aspects for any graphic design project.

For today: a simple project which will show me what you know about Adobe Illustrator, typography in general, and basic design skills.

Format: Tabloid size paper; landscape.

Using your initials, design a black/white symbol that integrates your letters in a creative manner. Use existing fonts on the MAC server.

Adjust as needed: contrast in scale, use varying tones of gray scale, turn them upside down or repeat the shapes into an abstraction, knock-out the shape of one letter into the form of a second—make creative choices. If necessary delete anchor points from path to formulate a new (yet recognizable shape).

Do NOT create linear designs. Think outside the box.

Come up with as many solutions as you can. As your ideas build, see if different solutions can be combined together.

You should have 25/50/75 ideas to choose from.

Rather than develop numerous files and printed sheets, utilize the layer options to store numerous versions of the logo/symbol.

Group letters inside their finalized logo design. Combine paths.

Isolate out a satisfactory, legible solution and print out enlarged on a separate letter-sized sheet of paper, landscape.

Type your name at base and turn in preliminary and final sheets.

Save digital file in multi-layers, EPS on Transfer Space.

Due end of lab 04.05.07, 7:45 PM.



C

Utilize two or three letters, creatively.

Demonstrate **25** different options and approaches on tabloid paper. Each option is a variation on the initial starting point. Each option is a viable design onto itself.

Letters are recognizable and show contrasts in size, gray scale, & design arrangements.

Various Adobe Illustrator techniques are shown, including but not limited to:

- pathfinder options
- outlining of text
- utilize guidelines
- grouping of objects
- layer control / manipulation
- stretching of letterform paths

Page is neatly arranged.

B

Utilize two or three letters, creatively.

Demonstrate **50** different options and approaches on tabloid paper. Each option is a variation on the initial starting point. Each option is a viable design onto itself.

Letters are recognizable and show contrasts in size, gray scale, & design arrangements.

Various Adobe Illustrator techniques are shown, including but not limited to:

- pathfinder options
- outlining of text
- utilize guidelines
- grouping of objects
- layer control / manipulation
- stretching of letterform paths

Page is neatly arranged.

A

Utilize two or three letters, creatively.

Demonstrate **75** different options and approaches on tabloid paper. Each option is a variation on the initial starting point. Each option is a viable design onto itself.

Letters are recognizable and show contrasts in size, gray scale, & design arrangements.

Various Adobe Illustrator techniques are shown, including but not limited to:

- pathfinder options
- outlining of text
- utilize guidelines
- grouping of objects
- layer control / manipulation
- stretching of letterform paths

Page is neatly arranged.