

ASSIGNMENT SHEET

DESN 120 – Computer Illustration

LOGO LAYOUTS

ASSIGNMENT:

Create logo layout options for the Garfield Park Conservatory and Sunken Garden. These options should demonstrate a variety of concepts incorporating a provided graphic. These options would be used to provide design choices for the client.

REQUIREMENTS:

- Create an Illustrator document that contains four letter size landscape artboards. Each artboard will contain a separate and unique design option for the logo project. Each finished logo must be visually centered on its artboard and should look comfortable in the space—not too big and not too small.
- Each design must include the orchid graphic provided.
- Each design must include the main words: “Garfield Park” along with the subheading: “Conservatory and Sunken Garden”. Each design must use a different typeface from the others. Two typefaces may be used within each design.
- No more than three colors are allowed on each design. All colors must be Pantone Solid Coated colors.
- Each design must have a different look and feel from the others to provide the client with design options.
- The following type options must be included in the file:
 - Type on circle (a circular logo design)
 - Type on a curved path (not a circle)
 - Type on a straight path (multiple lines allowed)
 - Type with multiple strokes

PROCESS:

1. Research logo designs for inspiration. Research client for more information about the facility. Research orchids for color ideas. Research typefaces on the computer and narrow choices down to a few and print out in black and white. Download the graphic file and print out.
2. Sketch out some thumbnails to get concepts on paper. Think about the shape and proportions. Think about the communication.
3. Setup Illustrator file and begin creating the various layouts.
4. Print completed designs on letter size paper – 4 pages total. Create a 4-page PDF file per the in-class instructions and e-mail to instructor.

GRADING:

This project will be worth 100 points and will be evaluated on the following points:

1. Creativity and variety of concepts, along with proper communication
2. Appeal of the design (use of elements and principles of design).
3. Proper procedures and techniques used.
4. Critique participation and meeting the deadline.