

CREATIVE BRIEF – DESN 240 COMPUTER ILLUSTRATION II

PROJECT: Indianapolis Bicentennial Logo Design Proposal

OVERVIEW: Beginning in June 2020, Indianapolis will celebrate the 200th anniversary of the founding of the city. As part of this milestone celebration, the Indianapolis Bicentennial Commission is seeking original logo design submissions from Indianapolis – Marion County residents of all ages. Other schools around Indiana have also recently been invited to participate. The logo designs will be reviewed by members of Mayor Joe Hogsett's *Create Indy Advisory Committee*, and award-winning submissions will be used for Bicentennial promotional materials, public exhibits, and more.

The history of Indianapolis can be traced back to the summer of 1820 when dozens of families built cabins along the riverbank in a settlement named Fall Creek. Commissioners hand-picked by the Indiana legislature were mandated to locate the new capital as near as possible to the center of the state, to take advantage of western migration. The legislature approved the site as the capital of the state in early 1821, and the name Indianapolis was chosen as a combination of Indiana, plus the Greek word “polis” for city.

In order to pay proper homage to the founding of our city, while including the city's most iconic events, the bicentennial celebration will begin in June 2020 and last through May 2021

TACTIC: The Commission is seeking original designs that can be adapted for use as an official Indianapolis Bicentennial logo. Additionally, the commission is accepting artist submissions that can be used for posters or memorabilia in celebration of our city. All submissions should use the four Bicentennial themes – History, Civic Pride, Innovation, and Legacy – as inspiration.

- **History** – In order to chart a path forward, we must understand where we have come from. The bicentennial is a commemoration, celebration, and acknowledgment of the milestones that helped to create the Indianapolis of today.
- **Civic Pride** – When our teams have an outstanding season, suddenly there are flags on every porch, shirts on every resident. This year of celebration is our city's outstanding season – a reason to rally around what makes Indianapolis great, while creating the infrastructure for our city's next chapters. During the bicentennial, we will focus on increasing civic engagement, uplifting the next generation of civic leaders, and building a culture of volunteerism in our community.
- **Innovation** – For generations, Indy has been a place where risk takers and barrier breakers have taken an idea and turned it into a reality. From jazz to motorsports; from the world's fastest bicycle wheels to Kurt Vonnegut; from

biotech to the cloud; Indianapolis' social, cultural and business entrepreneurs have moved big ideas into big action.

- **Legacy** – The city's bicentennial gives community and civic leaders a once in a generation opportunity to think creatively about what will shape the next 100 years.

Up to \$5,000.00 is available in prize money!

TARGET AUDIENCE: Primary: Residents of Indianapolis and Marion County – all ages, races, gender. Secondary: Residents of Indiana – all ages, races, gender.

STRATEGY: Begin the logo design process with research, as always. Learn more about Indianapolis and its history. Research other bicentennial logos for cities and states. Sketch a variety of ideas that address the concepts established by the Commission. Develop a number of ideas to the rough layout stage (at least three). One concept will be developed to the comp layout stage and submitted to the contest website.

The logo must work as a one-color design (black and white) and in color. The logo must be a vector file in AI format with no fonts or placed images (paths only).

The Commission is also asking for concepts to be considered for possible posters and other memorabilia to promote the year-long celebration. Although these layouts are not required for the class project, they may be very helpful in selling the logo design to them. These concept layouts may be in AI, PSD or PDF format and must follow proper production guidelines discussed in class.

When submitting the final work to the website, **you confirm that this is an original design and if chosen you grant the City of Indianapolis rights to the logo/designs uploaded.**

An explanation of how you incorporated all four Bicentennial themes – History, Civic Pride, Innovation, and Legacy – must be provided when submitting the design to the website.

Resources:

<https://www.indy.gov/activity/indianapolis-bicentennial-commission>

Schedule:

This project is a quick turn-around. The deadline for submission of entries is Sept. 30, 2019. An informal review of rough computer concepts will be made on or about Monday, Sept. 23. The instructor will expect to see at least three potential concepts at that time. The designs must be completed by the end of class on that day. Critique to follow on Wednesday, Oct. 2. An explanation of how you incorporated all four Bicentennial themes – History, Civic Pride, Innovation, and Legacy – must be provided, along with a full rationale for your design at that time.