

ASSIGNMENT SHEET

DESN 250 – Portfolio Review

ASSIGNMENT – Personal Branding Design

OBJECTIVE

Design a professional looking personal logo that is suitable for use on personal stationery, including letterhead and business card, along with your professional website. The brand should be a personal expression of your unique personality, but also present you as a professional graphic designer.

METHOD

1. Review the suggestions on this link:
<http://www.companyfolders.com/blog/creating-personal-logos-graphic-designers>
2. Following these suggestions, write a creative brief to define the essential components and goals of the brand. Submit brief electronically to instructor for review.
3. Sketch thumbnail layouts of at least 8 unique concepts. Present these layouts to instructor for review.
4. Create computer rough layouts for at least 4 of the thumbnails. Present these layouts to instructor for review.
5. Revise 2 of the layouts for comprehensive layouts using the suggestions provided by the instructor. Present these layouts to the class for feedback.
6. Make final revisions of the comps and present to instructor for review.
7. Make final selection.

SIZE/COLORS/FORMAT

Full color possible. Illustrator production in vector art only. Design should read well at business card size.

OTHER RESOURCES

<https://www.canva.com/learn/personal-branding/>

<https://99designs.com/blog/tips/personal-logo-for-designers/>

<https://jobmob.co.il/blog/personal-logos-monograms-wordmarks-inspiration/>

GRADING

Assignment will be graded according to quality of design based on creative, use of design elements and principles, appropriateness for the usage and the achievement of design goals from brief.