

WAVE YOUR FLAG

ART 2803

F 23 / SECTION 01

START: 08.21.23

END: 08.23.23

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MINI-PROJECT 01 / WAVE YOUR FLAG / PART 01

PROJECT DESCRIPTION

This project brief comes in two parts.

Part 01 - Introduction, research, and design by hand

Part 02 - Translation of sketch to computer (Illustrator)

If you were a country, what would your flag look like?

Consider what motifs you can identify about yourself that can be translated into graphic form. Interests, places, people, feelings, objects, etc.

Working under the design brief, create a flag that represents yourself. Consider the meaning and symbolism of color, shape, form, etc.

KEY CONCEPTS

Flag design is an interesting medium for many reasons. It is an old format, practically archaic, but somehow still relevant. A flag is not quite an image (although it employs images) and has to be hyper functional. A flag must be recognized on a windy day, through a snowstorm, from far away, etc. By nature, flags should be radically simple in order for them to function. The challenge is to be both radically simple, abstract, but unique and intentional.

TIMELINE

08.21.23 PROJECT START / IN CLASS DESIGN & RESEARCH
 HOMEWORK: CREATE 3 DETAILED FLAG SKETCHES

08.23.23 IN CLASS FLAG DESIGN (ADOBE ILLUSTRATOR)
 PRESENTATION OF OUTPUTS / PROJECT END

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BRIEF (PART 01)

TOOLS / MATERIALS

Sketching / by hand

Pen / pencil / ink / paint / etc

*use attached flag outlines (print them)

GUIDELINES

1. Follow the "Good Flag, Bad Flag" guidelines set by NAVA
(North American Vexillological Association):

1. Keep It Simple
2. Use Meaningful Symbolism
3. Use 2 or 3 Basic Colors
4. No Lettering or Seals
5. Be Distinctive or Be Related

DELIVERABLES

Minimum 16 thumbnail flag sketches (in class)

Minimum 3 full page flag sketches (homework)

RESOURCES

[GOOD FLAG BAD FLAG:](#)

<https://nava.org/good-flag-bad-flag>

["Why city flags may be the worst-designed thing you've never noticed," Ted Talk by Roman Mars:](#)

https://www.ted.com/talks/roman_mars_why_city_flags_may_be_the_worst_designed_thing_you_ve_never_noticed?language=en

!!!!!!MOST IMPORTANT!!!!!!

**Don't overthink it, there are no wrong ways or bad ideas,
and have fun :)**









