

BRANDING + APP/LAUNCHER ICON

Course Director: Sabrina Wood

Overview:

In this activity you will be customizing the look of your airline brand by designing their new logo and mobile launch/app icons. This assignment requires you to design app icons for both Apple and Android markets by way of industry standard.



Due Date:

Please check FSO for all due dates. This assignment should be completed and uploaded to FSO before the next scheduled class.



Estimated Time:

Beginner: 8-15 hours
Intermediate: 4-7 hours
Advanced: 1-3 hours



Grading Rubric:

Please review the grading rubric in at the end of this document.

Level of Difficulty:



Objectives:

1. Demonstrate your ability to use the following tools and panels covered thus far in Illustrator:
 - Pen and Selection Tools
 - Shape Tools (rectangle, rounded rectangle, ellipse, etc.)
 - Type Tools (style, size, tracking, kerning, creating outlines, etc.)
 - Transform Tools (rotate, reflect, scale)
 - Layers Panel (grouping and naming)
 - Color Related Panels (Color, Swatch, Color Guide, Gradient)
2. Demonstrate an understanding of principles of design and organization:
 - Balance, Proportion, Alignment, Repetition, Space, Flow, etc.
 - Gestalt (similarity, continuation, closure, proximity, etc.)
3. Competently follow iOS and Android human interface guidelines (HIG), and thus become familiar with common icon types (launcher, menu, action bar, status, tab, dialog and list).
4. Follow guidelines from print design specifications by correctly converting Pantone (PMS) colors for print branding to RGB colors for web/mobile devices.

Links:

Android:

http://developer.android.com/guide/practices/ui_guidelines/icon_design_launcher.html

iOS:

https://developer.apple.com/library/ios/documentation/userexperience/conceptual/mobilehig/AppIcons.html#//apple_ref/doc/uid/TP40006556-CH19-SW1

Instructions:


Using the Illustrator template provided (file: [Branding_and App_Icons_Template.ai](#)) follow the steps below to design your brand logo and app icons and fill in your custom specifications.

1.0

DESIGN NEW BRAND LOGO

A. Idea Stage

- First chose from ONE of the following airline brand names:
 1. Ourea Airlines (Greek)
 2. Kolea Airways (Hawaiian)
 3. Vela Air (Italian)

 Warning: For this project, your logo CANNOT be solely typography, but a combination of type and image.

- Next, familiarize yourself again with the basic type classifications.
- Read the handout: [Effective_Logo_Design.pdf](#) for tips on creating a successful logo, followed by evaluating and researching existing airline brand designs.
- Finally refer to the handouts: [Logo_Ideas.pdf](#) for ideas on different logo styles and [Color_Connotations.pdf](#) for emotional responses in determining logo colors. All of these handouts will serve as a springboard. Additionally, they will help you evaluate constructs of shape, weight, contrast and color.
- You may desire at this point to use some scratch paper to begin brainstorming ideas by sketching and/or mind mapping (associating words with images).

B. Construction Stage

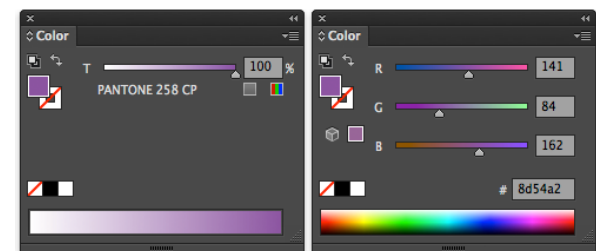
- Open your layers panel and turn on the sublayer labeled: *logo dimension lines* to see the widths of each logo size.
- Now that you have settled on a logo idea, construct your B&W logo in Illustrator using your pen, shape, pathfinder and type tools. Designing in B&W first will help ensure that you logo has adequate contrast. This version is typically used for faxing, photo-copying and B&W print designs.

1.1

- It is highly recommended that you use pathfinder tools for a clean look (refer to handout: [Pathfinder.pdf](#) to see examples of unite, minus front, intersect, exclude, and divide). Also, if you plan on using strokes to construct your logo please refer to handout: [Be_Careful_Using_Strokes.pdf](#) to ensure weights are accurately adjusted or outlined for scaling.
- Next copy your B&W logo to the various dimension width lines and scale the logo proportionally (holding the shift key) to the width of each line.

C. Applying Color Stage

- Next, open your swatch panel and access the PANTONE+ Color Bridge Coated set by clicking on the libraries menu icon and selecting color books.
- Select 2-3 Pantone colors for your logo. Make sure that the colors are saved in your swatch panel. Then in your color specifications section fill the boxes with your colors and record the Pantone numbers.
- Next, convert your Pantone colors to RGB values. Record the RGB breakdown as well as the hex value.
- Finally, apply these RGB values to your small and medium RGB logos. For your reverse logo, draw a box for a dark background and make the elements in your logo white. (The reverse logo is extra credit).
- To learn more about print and web color models, refer to the handout [Color_Models.pdf](#).



D. Polishing Type Stage

- To finish artboard 1: Branding Logo + Colors convert all your text to outlines.

E. Grouping and Naming Stage

- Once your logos are complete, group each size together and then name each sublayer accordingly.

RECORD TYPE SPECIFICATIONS

1.2

A. Document Logo Typeface

- In the space provided document the typeface(s) that you used for your logo.

B. Document Button Typeface

- Determine and document in the space provided which type face you would like to use for your customized buttons.

- ! Note: your logo typeface should NOT be overused as the logo can lose its distinctiveness. Choosing a basic legible typeface for your buttons and other text will help ensure readability and legibility.

DESIGN APP ICONS

A. Read HIGs

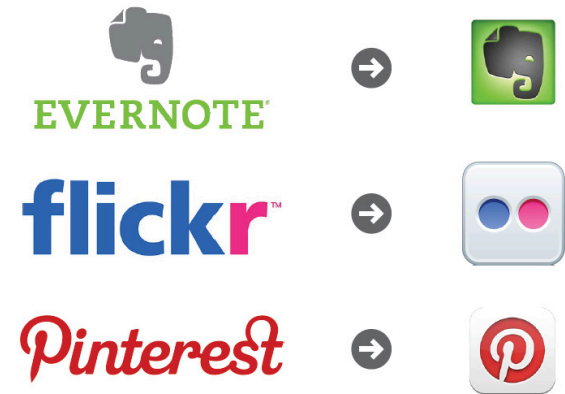
- For inspiration in creating your launcher icon, reread the icon sections of the Human Interface Guideline (HIG) icon sections for both Android and iOS.

- ! Note: the links are on the first page of this project overview.



B. Analyze Logos and App Icons

- Analyze various brands and how they maintain brand identity from the logo to the app icon.



C. Compare Android and iOS

- After reading and exploring the HIGs mentally compare and contrast the differences (lighting, size, backgrounds, etc.) between these two platforms for icons.



1.4

D. Design your Android Launcher Icon


- Design your Android Launcher icon for low, medium, high, and extra high applications.
- The full asset needs to be contained within the outer box. This includes any effects that may be applied.



Warning: Do not include the brand name in your icon as it will appear below. Also, remember that Android icons do not have a background color.

1.5

E. Design your iOS App Icon

- Design your iOS App icon for iPhone, iPod, iPad applications.
-  Note: Remember to add a background color for your iOS apps. Apple adds the top lighting and rounded corner effect for you, so this is an optional requirement.

SUBMISSION REQUIREMENTS:

- Name your file with this course, year and month, activity number, and name
- Example: MMD2_1405_10_ Hancock_John
- Next compress your file
- Finally, submit your document through the FSO platform.



Important: Assignments submitted with incorrect file names will receive an automatic 15-point deduction. Additionally, files not saved in the correct native .ai file format will receive a grade of 0.

	Requirements	Accomplished	Competent	Developing	Null
BRANDING Logo specifications	1. Effective Qualities: simple but distinctive, proportionate, captures the personality of the company 2. Scaling: reducible from large to small, as shown by dimension lines 3. Legibility: appropriate typeface(s) selections 4. Color: Logo specified in PMS colors with conversion to to RGB, 2-3 PMS colors max. 5. Polishing Qualities: created outlines out of type, outlined/expanded any strokes to ensure scaling is proportionate.	25pts All requirements are present.	20pts 4 requirements are present. 15pts 3 requirements are present.	10pts 2 requirements are present. 5pts 1 requirement is present.	0pts No requirements are present.
ICON REQUIREMENTS All requirements were met and appropriately placed in the document	1. Icons are the correct size as defined by the HIG documents and Icon app design works well for large and small sizes 2. All Android resolution versions are present 3. All iOS resolution versions are present and Android icons do not have a background 4. iOS icons do contain a background 5. Icon is a creative solution (text omitted since written below, appropriate level of detail, weight, etc.)	25pts All requirements are present	20pts 4 requirements are present.	15pts 3 requirements are present. 10pts 2 requirements are present. 5pts 1 requirement is present.	0pts No requirements are present.

	Requirements	Accomplished	Competent	Developing	Null
FILE ORGANIZATION Properly uses folders to organize layers and gives meaningful names to both folders and layers	1. Grouping: All paths that contain similar elements of the same overall asset, are grouped, and contained within the same layer. 2. Designated Layers Used: All paths and groups containing similar elements of the same overall asset are grouped in subgroups within the same layer. 3. Naming: All layers, groups, and paths should be named to appropriately describe the assets or pieces of assets they contain.	15pts All layers, groups, and sub-groups are organized and named correctly.	10pts 50% of layers, groups, and/or sub-groups are organized and named correctly.	5pts 25% of layers, groups, and/or sub-groups, are organized and named correctly.	0pts Less than 25% of layers, groups, and/or subgroups, are organized and named correctly.
DESIGN PRINCIPLES Properly uses the design principles in constructing logo and apps	1. Color relationships offer adequate contrast, harmony, and legibility. 2. General principles of design and organization were applied (balance, proportion, alignment, repetition, space, flow) 3. Gestalt principles where present were well executed (proximity, continuity, closure, similarity) 4. Effects such as drop shadows etc. are well executed	20pts All requirements are present.	15pts 3 requirements are present.	10pts 2 requirements are present. 5pts 1 requirement is present.	0pts No requirements are present.
CRAFTSMANSHIP Displays professionalism in the delivery of the work.	1. Followed directions (brand name, all artwork is vector, etc.) 2. All icons and typography maintain proportions and are not distorted (scaled proportionally and not stretched). 3. All components are placed in the correct locations in the template with precise alignment and dimensions. 4. File was submitted according to the specifications laid forth in the project overview.	15pts All requirements are present.	10pts At least two requirements are present.	5pts At least one requirement is present. -15 File was not submitted correctly	0pts No requirements are present.