

## CUSTOM SYMBOL SET

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### Overview:

In this activity you will be creating a custom set of symbols that will be used for a mobile application.



### Due Date:

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



### Estimated Time:

Beginner: 10-20 hours  
Intermediate: 10-15 hours  
Advanced: 5-10 hours



### Grading Rubric:

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

### Level of Difficulty:



### Objectives:

1. Demonstrate the ability to use tools and panels covered thus far in Illustrator:
  - Pen and Selection Tools
  - Shape Tools (rectangle, rounded rectangle, ellipse, etc.)
  - Transform Tools (rotate, reflect, scale)
  - Layers Panel (grouping and naming)
  - Color Related Panels (color, swatch, color guide, gradient)
  - Symbols Panel (creating and saving)
  - Align Panel (distribution, and align to: artboard, selection, key object)
  - Pathfinder Panel (unite, minus front, divide, etc.)
2. Demonstrate your ability to design/emulate effective communicative icon sets through unified:
  - Color(s)
  - Scale
  - Style
  - Weight
3. Demonstrate an understanding of color relationships in regards to:
  - Contrast
  - Harmony
  - Legibility
4. Demonstrate an understanding of other principles of design and organization:
  - Balance, Proportion, Alignment, Repetition, Space, Flow, etc.
  - Gestalt (similarity, continuation, closure, proximity, etc.)

## Instructions:

### A. Research Symbol Metaphors

- Begin by reading the handout *Designing\_Icon\_Sets.pdf* to better understand what makes an effective symbol set.
- Next, for ideas/inspiration/reference visit the websites listed below:  
<http://www.iconfinder.com>  
<http://thenounproject.com>  
<http://www.aiga.org/symbol-signs/>



### B. Sketch Ideas

- On drawing paper, sketch your ideas, focusing on the principles of design (repetition, unity, balance, etc.) for the following specified symbols:

- |                       |                     |                  |
|-----------------------|---------------------|------------------|
| • Flight Status       | • Boarding Passes   | • AVOD Line-Up   |
| • Check-In            | • Change Flight     | • Car Rental     |
| • Book Flights        | • Cancel Flight     | • Hotels         |
| • Merit Miles         | • Current Weather   | • Travel Tips    |
| • Additional Services | • Parking Assistant | • Lounges        |
| • Settings            | • E-Menu            | • Duty-Free Shop |
| • Error               |                     | • Games          |
|                       |                     | • FAQ            |
|                       |                     | • Feedback       |

- ! Note: You will be designing a total of 20 symbols. The red and blue symbols are required; for the green, select any 7 of the 9.

### C. Create Custom Symbol Set

- Now that you have sketched and determined which images best represent the specified function, begin drawing your symbols with your pen, shape and pathfinder tools in the template file provided.

- ! Warning: Remember that bitmapped images from the web are NOT permitted for this project. You may reference and trace these symbols, but do not copy and paste them. ALL of your custom assets must be vector art. This will ensure that it can be scaled to any retina screen size without losing resolution quality.

- ! Note: Do not try to mix and match the symbol artwork in Illustrator to create your set; remember, it is best to draw your symbols using your pen, shape, and pathfinder tools as this will allow you to create a unified set in style, color, and weight.

### D. Apply Color

- Using the limited color palette that you created for your airline brand, apply color to your symbols. You can choose to make the symbols all the same color in the background or you can use color as a navigational device.

- ! Note: The most effective symbols are usually white or black on a colored background.

### E. Polishing Qualities

- Use pathfinder tools to create clean symbols.
- When you are finished designing each symbol, make sure that you group it together and name it in the layers panel.
- Next, save and name each symbol in the symbol's panel.
- Finally, remember to clean your file (object > path > clean up) to remove any stray points or unpainted objects.

### Submission Requirements:

- Name your file with this course, year and month, activity number, and name
- Example: MMD2\_1401\_08\_Sinatra\_Frank
- Next, compress your file
- Finally, submit your document onto 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
<b>USE OF TOOLS</b>  The proper tools were used to create the interface components.	<ol style="list-style-type: none"> <li>1. Pen and shape tools used to create icons (10 points)</li> <li>2. Pathfinder unite used to make clean distinct icons (5 points)</li> <li>3. Align tool used to place icons logically with background shape (5 points)</li> <li>4. Custom icons were correctly added and named as symbols (5 points)</li> </ol>	<b>25pts</b> All tools listed were used.	<b>20pts</b> 3 requirements were met fully.  <b>15pts</b> 3 requirements were partially met.	<b>15pts</b> 2 requirements were fully met.  <b>10pts</b> 2 requirements were partially met.  <b>5pts</b> 1 requirement was met.	<b>0pts</b> Adequate tool execution was not present.
<b>FILE ORGANIZATION</b>  Properly uses folders to organize layers and gives meaningful names to both folders and layers.	<ol style="list-style-type: none"> <li>1. Grouping: All paths that contain similar elements of the same overall asset, are grouped, and contained within the same layer.</li> <li>2. Designated Layers Used: All paths and groups containing similar elements of the same overall asset are grouped in sub-groups within the same layer.</li> <li>3. Naming: All layers, groups, and paths should be named to appropriately describe the assets or pieces of assets they contain.</li> </ol>	<b>15pts</b> All layers, groups, and sub-groups are organized and named correctly.	<b>10pts</b> 50% of layers, groups, and/or sub-groups are organized and named correctly.	<b>5pts</b> 25% of layers, groups, and/or sub-groups, are organized and named correctly.	<b>0pts</b> <u>No</u> layers, groups, and sub-groups are organized and named correctly.
<b>DESIGN PRINCIPLES and SPECIFICATIONS</b>  Properly uses the design principles in the design of interface components.	<ol style="list-style-type: none"> <li>1. Symbol set is unified in color, scale, style, and weight (10 points)</li> <li>2. Each symbol icon is executed well and best describes its function (5 points)</li> <li>3. Color relationships offer contrast, harmony, and legibility (10 points)</li> <li>4. General design principles and Gestalt theories were applied (balance, proportion, alignment, repetition, space, flow, proximity, continuity, closure, similarity) (10 points)</li> </ol>	<b>35pts</b> All requirements were present.	<b>25-30pts</b> 3 requirements were present.	<b>15-20pts</b> 2 requirements were present.  <b>5-105ts</b> 1 requirement was present.	<b>0pts</b> No requirements were present.

	Requirements	Accomplished	Competent	Developing	Null
<b>CRAFTSMANSHIP</b>  Displays professionalism in the delivery of the work.	1. All components and assets maintain proportions and are not distorted (10 points) 2. All components are placed in the correct locations in the template with precise alignment and dimensions (5 points) 3. Each symbol is a distinct vector (NOT BITMAPPED) icon (10 points) 4. File was submitted according to the specifications laid forth in the project overview.	<b>25pts</b> All requirements were met.		<b>15-20pts</b> 2 requirements were present.  <b>5-10pts</b> 1 requirement was present.  -15 File was not submitted correctly	