

Assignment: *Integrated Assignment*

Starship Troopers

INDIVIDUAL ASSIGNMENT = 30%

Assignment Requirements:

Please read the assignment brief for the integrated Assignment that has been provided to you by all your instructors. This document is nearly an amendment to that document for my course, Design & Image II.

Look at the Fanshawe style guide that we designed in class as well as the Telus brand document for inspiration and guidance.

Assignment Specifics:

A style guide is due for this assignment for the 20th anniversary edition/release for Starship Troopers.

Contents:

1. Title Page
2. Table of contents
3. Introduction to your approach to the style of this rerelease. What is your reasoning for the design and its changes from the original? How are you targeting an old, faithful fan base and new recruits? Is there something new about this styling that differs from the original approach?
4. A logo study. Clear space. Full colour. Black and white / greyscale.
5. A full colour study. Hex values. RGB values. CMYK values. With brief colour choice explanation.

6. A full typographic study. Full alpha/numeric plus special symbols in each style for each typeface.

Submission Requirements:

Hand in your style guide as a pdf. I do not need the working file for the setup of this style guide. You are not required to print this style guide for Starship Troopers - but it would never hurt to do so, think; value added.

Submission Date:

Submit your PDF style guide with the rest of your contents in the Design and Image II folder for the Integrated Assignment.