

Assignment 06 – MDIA 3165

Creating Multiple Logo Icons Due Classes 09 & 10

The purpose of this assignment is to create multiple logo icons for a single product and/or company. The company name will be only a simple wordmark.

Part 1: Create 5 Simplified Achromatic Logo Icons (no colour or gray, just black & white) Due: Class 09

A: Make a new file in a Letter Sized (8.5" x 11") Artboard. RGB Colour mode. Save As **Firstname_Lastname_Assignment06.ai**

B: Make **five (5) achromatic** logo Icons. Black & white, no grays permitted.
- No letters can be used, just graphics.
- Consider making thumbnail sketches before using Illustrator.

C: Each achromatic logo Icon should represent the product and/or company in a different manner.

D: The logo icon must be 'clean' with overlapping shapes made into single shapes (use the Pathfinder).
- Strokes must be Expanded

E: Each logo will be on its own named Layer (e.g. Logo 01, Logo 02).

F: OPTIONALLY the name of the company will be a Wordmark. It will be the same Wordmark for each icon, that is not part of the icon, or directly integrated. It is mostly included to assist the viewer.

G: The Wordmark font used in will be converted to **Outlines**

H: Along with each logo include a text box using 10pt type in the Arial font describing briefly three (3) elements of the logo and how it relates to the product and/or company.
- 5% if this is not done.

I: **DO NOT recycle** (or re-use) elements from one logo to another. Each logo must be different

J: You will place the AI file on D2L in the folder **Assignment06_Part01**

Part 2: Create Five Final Colour Logos Due: Class 10

A: Using the SAME FILE as previous.
Make a Layer for each colour Logo. Call each Layer as "Colour Logo 1" and "Colour Logo 2" etc..

B: Complete Five (5) Logo Icons (and Wordmarks). Each logo will have **two (2)** versions.

- 1 A simple colour logo (more than one colour can be used).
 - This portion must use **Pantone SOLID COATED** for the logos
 - The logo icon must be 'clean' with overlapping shapes made into compound paths (use the Pathfinder).
 - Strokes must be Expanded

- 2 A more detailed 'exciting' logo with gradients, effects such as glows, some additional 'internal detail' etc.
 - These versions DO NOT need to use Pantone colours or have a 'clean' file build.

C: Name the file - **Firstname_Lastname_Assignment06.ai**

D: You will place the AI file on D2L in the folder **Assignment06_Part02**

Plagiarism will not be tolerated. All content must be created by the student. Using the Image Trace Software Feature or engaging in Plagiarism will result in a 0% grade, and be reported to the Academic Director.

Evaluation breakdown

Assignment 06

Technical Proficiency Parts 1 & 2	0 pt	14 pt	28 pt	40 pt	
	No technical proficiency demonstrated in the file construction	Technically capable of using the tools demonstrated at the basic level	Demonstrating a competent level usage of the tools demonstrated	Inventive, complex or superior technical skills demonstrated in file construction	
File Organization & Naming Parts 1 & 2	0 pt	4 pt	7 pt	10 pt	
	No idea what is going on in the file. File names incorrect.	There are some groups and/or layers. Most file names are incorrect.	The groups and layers are organized relatively intuitively. A single file name is incorrect.	The file is so organized that nothing is left to guessing. The file names are all absolutely correct.	
Part 1: Creativity of 5 Simplified Logos	0 pt	7 pt	14 pt	20 pt	
	The designs demonstrated no creativity.	The designs demonstrated a basic level of creativity.	The designs demonstrated a competent level of creativity.	Your instructor is blown away by the quality and creative talent displayed.	
Part 2: Creativity in Final Logos	0 pt	7 pt	14 pt	20 pt	
	The designs demonstrated no creativity.	The designs demonstrated a basic level of creativity.	The designs demonstrated a competent level of creativity.	Your instructor is blown away by the quality and creative talent displayed.	
Following Objectives of Assignment Parts 1 & 2	0 pt	4 pt	7 pt	10 pt	
	Did not follow any of the Assignment objectives.	Followed up to 5 of the Assignment objectives.	Followed up to 9 of the Assignment objectives.	Followed all of the Assignment objectives.	
TOTAL					/100