

GDT 106/01

ILLUSTRATOR GRAPHICS

Mon. & Wed. 9:30 - 11:25 a.m.
GM 011

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Office Hours by Appointment

OBJECTIVES

Logo Design

GRADING CRITERIA

- » File named and saved correctly to the Class Folder > Turn In Work (Your last name-p1.ai)
- » Use of brainstorming and sketches (PROCESS)
- » Class demos
- » Class Critiques
- » Presentation and printing of final piece

SPECS

- » Full color CMYK document
- » 16"x10" Landscape
- » Printed on 11x17 and trimmed to 10x16

PROJECT 3: Logo Extreme Makeover

Use your Illustrator skills to revamp an existing logo. *Be creative!*

DUE Wed (11/29), printed in color, and saved to the class folder.

PART 1

We will treat this assignment as a real world experience. You will be tasked with re-designing an existing logo. The logo you choose can belong to a multi-national corporation or the Sal's Pizzeria down the street. Maybe there is a logo that has never sat right with you, or your aunt's drywall anchor company has been using the same logo created with Mac Paint back in '91. Whatever logo you choose, it must be for an existing company or organization that currently uses a logo as part of their branding strategy.

Once you choose an organization to rebrand, use brainstorming techniques discussed in class (lists, mind maps, etc) and sketch at least 30 different logo ideas. Evolve *the four best ones*, then refine these 4 different logo variations in Illustrator. These 4 logos would theoretically be the ones pitched to the client, and will be the ones you bring to the table for a group critique. During the critique, take feedback from your peers and apply it to your logos.

PART 2

You will design a black and white version and color version of each logo. You will use 3-D effects to create an object to place one of the finalized logos on. This will help us to see your logo in action and see if it works well on a product. Hand in 2 logo types (b/w version & color version) for a total of 8 logos and a 3-D object with one of the logos on it.

Key Considerations

What isn't working about the existing logo and why? Is it outdated, or do you need to look to the past for inspiration? What is good about the original design? What needs to go? Remember, a bad logo that has strong recognition still works. How can you improve upon the design and still retain the identity? What would improve it? Color, design, simplicity, type (or no type) readability.

