

# First Project guidelines

*This project is due on **Thursday, February 27 at the beginning of class.***

Copy the folder PROJECT1\_IDENTITY to your personal folder in DATA and take a look at the files. Before the end of each session, remember to copy your files into your personal folder on the DATA drive and onto your USB drive to make backup copies of everything. You can also use your personal dropbox to store files to retrieve in other locations.

You are going to design the basic elements of your company’s corporate identity:

- 1. Logo**
- 2. Business card**
- 3. Letterhead**
- 4. A one page report (text file): what the logo means, why you used that particular color palette (tell me what kind of harmony you used), why you picked the typefaces, what’s the message that you are trying to convey.**

Use the file called “lastname\_firstname\_project1.ai” as a template.

Pay attention to the use of typefaces and colors. Both the logo and the overall style choices should say something about yourself and your business. Your logo should represent some image/facet of yourself. However, you can create a name for your company. Make sure that you include your name (“John Smith - Art Director”) both in the business card and the letterhead. You also need to include your contact information. The logo must include a simple VECTOR illustration as the symbol of yourself or your company.

## GRADING CRITERIA

This project is worth 250 points. I am going to use these grading criteria:

|  |    |
|--|----|
| -The project must be completed on time .....   | -- |
| -Spatial organization and hierarchy among the graphic elements .....                     | 50 |
| -Color choices (you can try to use one of the harmonies we discussed in class) .....     | 50 |
| -Type choices .....  | 50 |
| -Technical execution of the vector symbol .....  | 30 |
| -Overall creativity - Final design harmony, do the graphic elements work together? ..... | 70 |

**A PDF of the final file with logo, business card and letterhead, as well as the one page report as a text file, is due at the beginning of class on Thursday, February 27.**