

GRA 217

INTRODUCTION TO THE GRAPHIC ARTS

[MAJOR PROJECT 3: LOGO]

Due: Tuesday 10.27.09

DETAILS:

Design a logo for yourself incorporating something that connects to your name or future career. The logo should be **both visual and verbal**. If you are unsure of what you want to do in life, design something graphically pleasing that could be used as a professional mark for simple stationery for internships, jobs, etc.

Once you have designed your logo, integrate the design into three forms: a **letterhead** (stationery), a **business card** and an **envelope**.

As much as possible, your design should be in the form of a finished piece. You might also want to use a special paper stock. Remember that special papers can be bought at the bookstore, at local art supply stores, and at paper supply stores. You can even buy large sized sheets and cut them down to 8.5 x 11 to run through a laser printer. You do not have to buy a supply of envelopes, however. You can merely cut a sheet of paper to emulate an envelope size. Cut it accurately to size.

The three pieces should be mounted on a single-weight black mount board no larger than 15 x 20. Don't overlap your pieces on the board. The projects will be presented in class with a short oral presentation so be ready!

Before you choose your design, go through a process of drawing a series of rough draft sketches (do a minimum of ten) in which you experiment with different aspects of the design, positioning, orientation, etc. This should help you when you go to the computer lab to begin working on the assignment. I'd like for you to include your sketches with your rationale in the envelope attached to the back of the project.

A written rationale (one page, typed) should be included in which you discuss your design process, your choice of typefaces, your choice of color (if any), choice of marks (signs/symbols/visuals) and paper (if any), your use of space, and other design choices. Your rationale should be submitted on a piece of the stationery showing me how you would align an actual letter on your stationery form. You'll also include a marked up copy of each piece indicating the margins, type sizes, leading, kerning, etc.