

Grade 12 Graphic Design Project -

Graphic Designers work for clients. For this activity you will be assigned a historical or fictional character as a client that has very specific needs. For this project you will be working in groups of two. You will have to research information about your client in order to create a design that you feel will reflect both their style, time period and personal aesthetic.

In order to achieve success in this project, you will need to submit the following on the deadline:

1. **Full client bio:** this should be a typed, printed document (minimum 500 words) that fully describes your client, the time period in which they lived and the aesthetics that were (are) popular for their culture.
2. **Brainstorming Package:** rough notes and ideas that have been written down when both group members start the creative process to design. The document package should be filled out in its entirety and submitted for evaluation with the finished project.
3. **Digital Copies:** the client(s) require four (4) specific items to be designed for them. These items will be designed and created first on paper, and then created on Adobe software: illustrator for the logos, and either InDesign, Illustrator or Photoshop for other items. All files should be saved (unmerged) in your dropbox and labelled with your names. Please save the .eps files for Illustrator, .psd files for Photoshop and .indd files for InDesign.
4. **Online Copies:** digital copies exported to .jpg .pdf or a similar file type should be uploaded to your student website and published for review. Each student should have their group work on their own website - there should be four (4) images in total with a written statement describing the work. Please make sure you have it posted under its own webpage entitled: Graphic Design Work.
5. **Client Requirements:** each client is asking for four (4) specific items to be designed for them. Please include *colour printed, final versions* of all of these items for evaluation.
6. **Brief Presentation:** Each group will present their designs to the class in a brief polished 5 minute presentation. Presentations will include a description of the client and task, rationale behind aesthetic choices in design and a formal description of the group's creative process. Please include visuals for your presentation. Keynote / Powerpoint is recommended for your presentation.

Instructions for Client Requirements:

BUSINESS CARDS: The standard dimensions for a printed business card are **3.5 x 2 inches**. That's the finished card size. Many printed designs include bleed. The "bleed area" is an extra 1/8 inch of space for design elements or backgrounds that extend beyond the finished size of your piece. If your client requires a business card, please make sure to format your layout properly.

POSTCARDS: The standard dimensions for a printed postcards are 6 x 4.25 or 7 x 5 inches. That's the finished card size. Many printed designs include bleed. The "bleed area" is an extra 1/8 inch of space for design elements or backgrounds that extend beyond the finished size of your piece. If your client requires a business card, please make sure to format your layout properly.

LOGOS: all logos should be created as vector images in order to be infinitely resized without losing image quality. Please ensure all logo creations are created using Adobe Illustrator.

MENUS: Menus have no standard size and can take many shapes and sizes. Please take paper size into consideration when designing menus as a full colour printed version is required to be submitted for evaluation.

PRINT ADS: most one page print ads are done on letter sized paper (8.5x 11") if your print ad is centrefold spread it would be 11x17" (ledger or tabloid size)

INVITATIONS: Invitations have no standard size and can take many shapes and sizes. Please take paper size and envelope size (if applicable) into consideration when designing invitations as a full colour printed version is required to be submitted for evaluation.

STORE SIGNS: Store signage are custom sized and generally very large and therefore expensive to print. If your client requires a store sign, substitute a digital mock-up building front so the client can visualize your design

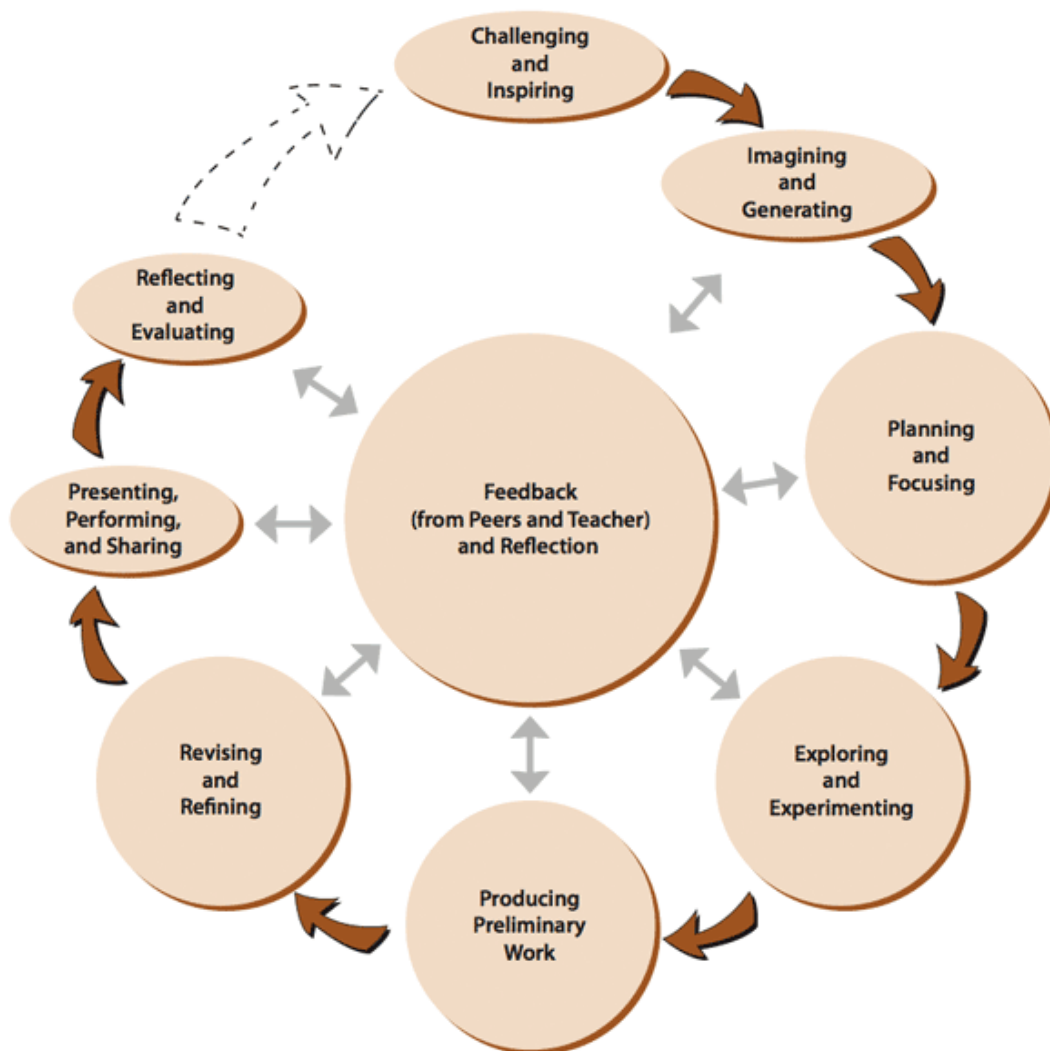
PAMPHLETS: pamphlets are generally an 8.5x 11" trifold double sided. There are multiple templates for pamphlets that can be found using microsoft word, apple's Pages, or Adobe InDesign. There are also free online templates you can use. You will be evaluated on your design, so please ensure that it is your own unique creation and that templates are used solely for layout purposes.

**** PRINTING****

Printing your Designs - All of your original creations will be submitted in its proper paper format. Because our printing and paper resources are limited at school, it is strongly suggested that you send your work out to be printed at a print centre such as Staples Copy and Print or a similar print location. Many of the items can be printed in full colour on thicker card or cover stock for less than a quarter a copy. Look online for locations and price lists.

Special Considerations:

It is important to note that the clients you will be working for are either historical figures or fictional characters and therefore you need to do your research to learn as much as you can about them and adjust your designs according to their perceived style preferences. You may have to name their business or companies for them, provide them with colour themes, and create other aesthetic choices based on your research. Please be prepared to defend and describe how your research into the lives and times of the client has affected your design decisions. You will not be given information such as location, menu items, etc. These are all choices you and your partner will have to make based on your research and creativity. Good luck & have fun!!

The Creative Process

Name: _____ Period: _____ Date: _____

Logo Design Brainstorming Package

Step 1: Name

What name(s), word(s), or letter (s) that **must** appear in the logo?

What name(s), word(s), or letter (s) **could** appear in the logo?

Step 2: Images

What are some images that you associate with the business, person, or organization you are designing the logo for? (example1: coffee business-coffee beans, coffee cup, grinder; example 2: artist-paintbrush, pencil, paint, palette, beret)

Step 3: Describing Words

What are some words you would use to describe the business, person, or organization you are designing the logo for? (example: strong, trustworthy, friendly, reliable, brilliant, creative, etc.)

Step 4: Describing Images

What are some images you could associate with the describing words in Step 3? (example: brilliant – light bulb; friendly – smiling face; strong – weights, etc.)

Step 5: Manipulate the Type

1. Think about the letters that are unique to your logo (1st letters, initials, etc.). Sketch out some ways you could manipulate one or more of the letters in the logo. See examples to the right of how just the letter “d” is changed into several different designs.
2. Think about the words you will use in the logo. Sketch out some ways you could uniquely represent the words. See examples to the right.



Step 6: Manipulate Some Images

Look at the list of images from step 2 and step 4. Sketch out some graphic versions of those images. Look at the examples on this page to see how other companies incorporated images into their logos.



Step 7: Manipulate Some Images

Look at the images from step 5 and 6. Try combining images, manipulating images, changing proportions, changing styles, etc.

Step 8: Final Logo Sketches

Complete three final sketches that you will scan in and use as templates to create your final logo.

Final Sketch: Logo Idea 1

Final Sketch: Logo Idea 2

Final Sketch: Logo Idea 3