

Week 3:

Come to class with a color print of your work ready for critique.
Weekly critiques are part of your grade and final portfolio. Prints may be collected.
See the reading assignment page for design readings and oral presentation assignments

Topics for Week 3

masks and blends
transparency
combining type and symbols [using pathfinder]

1. Reading, Weeks 1 and 2 [new chapters are in bold type]

Chapter 1, Illustrator Interface
Chapter 2, How Illustrator Works
Chapter 14, Pen
Chapter 12, Reshape
Chapter 16, Create Type
Chapter 17, Style & Edit Type
Chapter 23, Blends
Chapter 26, Masks/Transparency
review the commands we covered in class
use of color palettes, pen tool, objects basics (Chapter 7)

2. Revise your type sketches as needed

3. Develop 3 unique images/symbols that can be combined with your type treatment to form a combination mark.

4. Combine your type sketches and symbols to make 3 combination marks

5. Banner ad assignment

review the examples of banner images in the week 1 handouts
you can also look at <http://www.flavorpill.com> for examples

design a banner ad for your client (see the banner examples from week 1)
use your type sketches from week 1/2, the image/symbols you are designing for this week, and add any additional illustration/design elements you need to create a compelling and interesting banner.

for text:
use the client name, web address and a short line that says something about the client (a 'tag line')

for image:
you can use one of your image/symbol elements and/or create new illustrations

size: 504 x 112 pixels (print size 7 x 1.556 inches or 42 picas x 9.3 picas)

make 2 versions for the banner ad [different in concept, not variation]
place them on your page in landscape mode (horizontal), centered

6. PRINT

Print your revised type sketches, your 3 images/symbols and your 2 banners on 3 separate pages. Arrange on the page so that they are nicely spaced out.

Clients for Identity Project:
For the graphic identity project, you will be creating a logo and promotion material for one of these three business.

Choose one as your 'client':

Nest
Modern design superstore

Tropical Taste
specialty foods from South America

Velocity
computer gaming company

Bioinformatics
DNA testing and analysis services

Identity Project elements so far:

3 type sketches incorporating the client name

For next week:
3 graphic images/symbols

3 combinations of type and symbol to create combination marks

2 versions of a banner ad, using your type and symbol and any other pictorial or graphic element you want to add