

GRA3611 Vector Art Editing

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Part I - Product Identity

Company/ Name/ Branding
Logo
Tag line
Color scheme
Typefaces

Graphic Identity: a visual relationship between how a company/product would like to present itself to the public and the way in which it is perceived by consumers.

Logotype, Symbol, Pictogram, Trademark.

Over the next several days we will be developing your products identity.

Concept Development:

Design is essentially about communication. Graphic Designers are problem solvers. Although there may be more than one solution to a problem as a designer your job is to come up with the best possible solution

A. Now that you have chosen a product, you will begin to develop the product's identity. It will help to be able to answer these questions related to your product:

1. What is the goal/purpose of the product?
2. How would the company like to be perceived in the market place?
3. Who is the competition?
4. Who is the target audience?

B. The next step will be to brainstorm and research. Come up with as many descriptive words (30) that relate to your product. From this list you will begin to develop your concept. The idea is to expand your creative horizon so you can come up with a solution that not only reflects your creative potential but also effectively establishes the company's visual presence. Make a list of 30 associated words.

C. From the list of descriptive words you come up with, begin to develop 15 rough sketches of possible ideas for the logo, thumbnail sketches. All work **must** be done with pen/pencil on paper –NO COMPUTER. Sketches should be rough (not finished pieces of art), but must be clear enough to communicate your idea. Be prepared to discuss your sketches in class.

Keep in mind your logo should be: re-sizable, readable at a very small size, work in color as well as in black and white.