

GRA3611 Vector Art Editing

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Each team is responsible for collectively gathering research materials. Some of this material may be used to support your work, when presenting your concepts to the client.

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Research

1. A list of existing designs that can be very valuable during the conceptual phases of development.

See if you can find at least one of each of the following:

- Examples that expose flaws and deficiencies in competing designs
- Examples that help define major challenges and design hurdles
- Examples that reveal design trends
- Examples that bracket the scope of the development effort

(Research does not have to be limited to similar types of organizations)

2. Logotype, Symbol, Pictogram, Trademark several examples of each are also useful to have as reference during the development phase

3. Come up with a long list of adjectives (descriptive words) that describe YANA and its values. From this list you will begin to develop your concepts. 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 at least 30 associated words.

4. Create color scheme possibilities that you feel are appropriate to YANA. There should be 4 main colors and 6 supporting for each scheme. Each team should have at least three different arrangements.

5. Type treatments – experiment with 8 different type treatments of the word YANA – see example provided. Remember not all computers may have the fonts you have chosen so for presentation purposes create outlines. Type should be set small and large in black and white.

6. In a shared group folder start to create a collection of reference photographs. Carefully document the source of each photo and be aware that this is just a reference folder and you may not have permission to use the images in your work.