

GRA3611 Vector Art Editing

Genevieve Hitchings

mhitchings@citytech.cuny.edu

www.artorium.com/instruction

Each team is responsible for collectively gathering research materials. This material should be used to support your work, when presenting your concepts to the client.

Research

1. Inspiration can be very valuable during the conceptual phases of a project development. Find examples of design work that reveals current design trends. (Research does not have to be limited to similar types of organizations.)
2. Find examples of logos that are: Logotypes, Symbols, or Pictograms. Several examples of each are useful to have as reference during the development phase
3. Come up with a long list of adjectives (descriptive words) that describe CARP 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 CARP. 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 CARP. Remember not all computers may have the fonts you have chosen so for presentation purposes 'create outlines.' Type should be set in black and white.
6. In a shared group folder start to create a collection of reference photography. 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.