

Illustrative Branding & Collateral: Organic _____

Digital Illustration: Project 2

February 7

In class:
Gather research

February 12

Due for class:
Discussion
of client brief
Proof of research due.
Review of ideas &
thumbnail sketches

In class:
Enlarge/enhance
sketches on paper or
via computer

February 14

Due for class:
Finalized rough
sketches
In class:
Continue work on &
enlarge illustrations

February 19

Due for class:
Color roughs/
Color digital roughs
In class:
Roughs review

February 21

In-progress
class critique

February 26

Final due

You are to create an illustrative style logo for either an upscale organic clothing company or upscale organic grocery market. The name is up to you. I will provide you with a creative brief template to organize your mission.

Logos exist almost everywhere we look now, but a truly unique identity takes more than a day to put together. Logos are the face of a client's branding and branding a client takes research. Research is a key component of this project. Think about your newly created client: who is their competition? What does the client's audience think and feel about their brand now? What do we want the audience to think and feel?

Logos need to be detailed and consisting of 4-8 colors.

Mandatories

One logo design & one piece of collateral
that adds a complementary design to the logo.
Your finals must be a digitally-finished .ai file

Your process book must include:

- Brainstorming of concepts
- Copies of your sketches
- Copies of rough drafts
- Evidence of research

Presentation:

Logo Design

Logo design (in both Color and B/W) each printed on 6" x 6" paper.
Mounted together on a 15" X 20" black presentation board.
+ Digital files uploaded to instructor station

Collateral Design

You need one sample promotional item (designed reusable shopping bag, clothing label, T-shirt, etc.) using the logo and a complimentary branding style. Or a mock-up of a physical design (if it exceeds practical size) printed on 11" x 17" paper and mounted on 15" X 20" black presentation board.
+ Digital files uploaded to instructor station