

# Graphic Design

## Branding Your Art & Yourself

### Your project:

- Create a logo that represents you as an artist and photographer
- When finished- place it on your website on your home page as well as on an assignment page.

What kind of logos do you find with large production companies?

What kind of logos do you find with privately owned production companies?

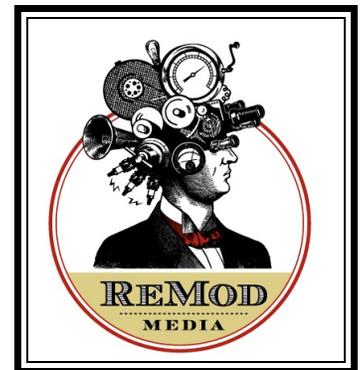
Are they illustrative, photographic, short film, multi media?

Which are abstract, representational, how many have font or just images?

### Step 1: *logo types*

Research logo types on the computer- try to find logos that are based on art, media and other creative fields.

Once you have found a logo that you find interesting copy and paste it into *Word Perfect* or *Open Office*. Add info- key features of the logo, such as is it abstract or representational? Is it easy to associate it with the company, why? Why do you like it? Places to find logos: graphic design, production company logos, artists branding, photography, illustration, fine arts, visual arts and many more.



### Step 2: *creating a logo without font*

Create a logo using only images, abstract or representational for branding your art. The image can be created without using shading or photorealism. Please use a range of 1-3 colours for the final piece. Create as many rough sketches as you need of the logo in thumbnail size- once done please choose your best 3 sketches and redraw them into the template provided. Then choose your best sketch and redraw it in the larger box, adding or editing anything you like....colour on large sketch is necessary. Key words that can be searched in Google include: photography logo, illustration logo, graphic design logo, fine arts logo, visual arts logo, mixed media logo, filmmaker logo and advertising logo.

**Step 3: *creating font to add to the logo*      (Optional)**

Once your sketch is approved by the instructor, you can then choose if you would like to add a name into the image. At that point, you will need to scan the image and open it with Photoshop. Using the fonts provided, explore multiple options in size, weight, multiple fonts, and location of the name.

**Step 4: *handing in your work***

Hand in your final project with all your process work both in hard copy and digital copy in the hand-in drive. Don't forget to update your website with your new logo as well as an assignment page with artist statement.

<b>Branding Yourself Assessment</b>	
Percentages	
Logo Research:	15
Logo thumbnails:	15
Good Rough:	30
Logo Final:	40
Total	100

**DRAWING TEMPLATE**

**Instructions:** Fill in 3 thumbnail sketches below. Choose your favourite and redraw with 1-3 colours only

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