

# Design Brief | Personal Logo

Architecture and 3D Modeling @ Henry Wise Wood

## Problem Statement

You are now a designer and realize you do not have an image to present to the public. All finished projects in this course must contain a logo representing you as a designer. Using Adobe Illustrator, design a logo with the following constraints:

### Must Have

- Your initials
- Shapes and color
- Attention to Principles of Design

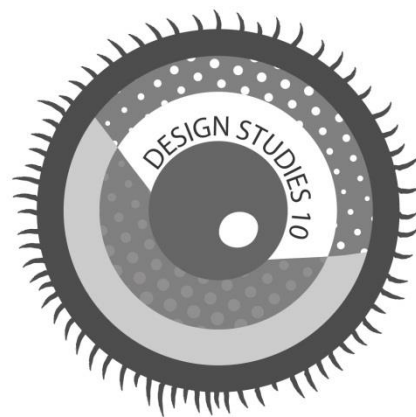
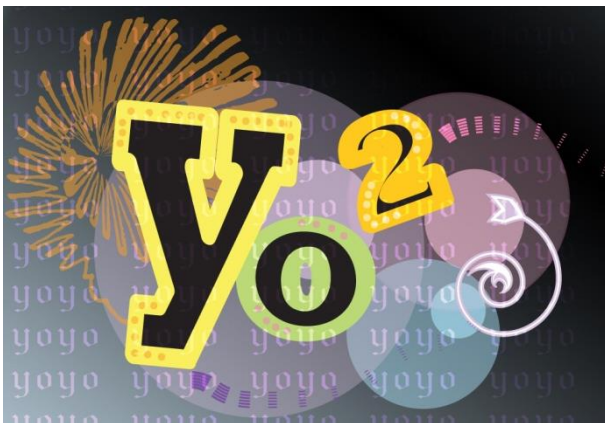
### Nice to Have

- Complex Shapes (created with the pen or pathfinder tool)
- Gradient Colors

## Skills

- Adobe Illustrator Basic Skills (artboard, profile, pen tool, fill and stroke color, file types, text, paths)
- File types, names and locations (Z drive and DesignLab drive)
- Identify Elements of Design (line, shape, form, color, texture, positive and negative space, tone, value)
- Identify Principles of Design (balance, emphasis, proportion (scale), repetition, unity, contrast)

## Examples



## Assessment

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Minimally Meets Expectations</b>	<b>Not Meeting Expectations</b>
<b>Design Process</b>	Idea was well thought out and executed from start to finish  Explored many options  Completed all stages of the planning process	Completed almost all of the required steps in the planning process	Completed some parts of the planning process, but others were incomplete or rushed	Planning was rushed and not well thought out  Work was often done in a hurry  Time not well spent
<b>Creativity and Originality</b>	Inventive and unique visual problem solving with a high degree of risk taking	Creative and different visual problem solving with increased attempt at risk taking	Modified and safe solution with limited risk taking	Unoriginal, copied with little risk taking
<b>Finished Product</b>	Superior quality work  Well designed and pleasing to the eye  Lots of thought and effort went into creating it	Good quality work  Excellent effort in design  Plenty of thought and effort went into creating it	Average quality work  Some parts may be incomplete, messy, or rushed  Only some thought and effort went into it	Poor quality work  Many parts are incomplete, messy, or rushed  Very little effort or thought went into it.