

Graphic Design I Project Two

Symbol/Monogram

Corporations and even individuals are often represented by symbols (we generally refer to all brand identity marks as logos). In brand identity parlance, we also refer to these as avatars. As that name would suggest, the avatar is an “icon or figure representing a particular person”. This symbol becomes the iconic representation of people and corporations (consider the apple or cbs logos or Drake's OVO mark). Identity symbols range from non-objective, highly abstract symbols to literal illustrations. The identity is communicated not only through the meaning of the visuals and letterforms but also through the formal elements and composition of the design.

For this project, you will create a symbol that represents you. This symbol can also be referred to as a monogram because you will be combining visual/graphic information with your own initials to create a mark.

Process

1. Express your own identity.
 - Think of the people, places and things in your life and history. What imagery represents you?
 - Which fonts do you relate to? Are you sans serif, bold, italic? Script or monospaced?
 - Do you define yourself by where you're from or where you're going? Your career or your hobbies? Does nature suit you better or the city? Organic or Rectilinear?
 - How can you communicate subjective and abstract qualities about yourself, like “trustworthy” or “creative”?
2. Explore Typography
 - Start with your initials. You can choose whether to use all initials, first, last, etc.
 - Explore typefaces to find combinations that communicate your personality
 - Consider how the letterforms relate to each other and define counterform. Explore size, position, style, etc, to create strong, closed, gestalt.
 - Letterforms need to be used in the symbol/monogram but do not have to be immediately recognizable
3. Develop strong form/counterform relationships.
 - Render and simplify the pictorial elements, honing the visual elements into bold and dynamic shapes.
 - Marks are strongest when they have a clear relationship to geometric form and convey a deliberate underlying structure. Base your designs on circles, squares, triangles.
 - Don't be too literal. Consider how meaning can be interpreted from the simplest of signs. Avoid freeform shapes and overuse of line
 - Utilize the principles of gestalt, develop a dialogue between positive and negative space
4. Research/Project Development
 - Research. Conduct a thorough personal audit. What does it mean to be you? Consider how you can represent abstract or subjective qualities about yourself. Don't try to distill yourself into a mark too early, be exploratory and edit/condense later.
 - Thumbnail sketches. Explore letterform combinations, imagery and the combination of type and image.
 - Choice/Refinement. Seek out appropriate reference imagery. Use tracing paper to simplify and explore shape and form. Explore underlying structures such as linear and radial grids to guide this process. Explore alignment and proportion. Simplify. Take care to avoid plagiarism; consider carefully how you can take ownership of the overall design.
 - Comprehensives. Complete digital comprehensives, experimenting, refining and working towards finals.

Final Presentation

Use both comprehensives and critique as a basis to work up completed project.

- Final presentation will be of one personal identity symbol. Symbol must contain at least one letter and one visual element.
- Compositions will be black and white only. No tints. Avoid use of stroke (outline).
- Image sources must be documented in workbooks.
- Use Adobe InDesign. You may not use live trace or any other auto-rendering tools.
- Symbols should fit into a compositional space that is 7x7". Mount on black board with a 1" border on the top and sides and 1.5" along the bottom. Cover with a stiff paper cover flap. Label the back of your work.

Schedule

- Sept 26 Project Introduction
Homework: -Personal Audit. Brainstorming.
 -50 thumbnail sketches of symbol ideas
- Oct 1 Group and Individual Critiques.
Homework: pencil comps, digital comps
- Oct 3 **Due Today:** Progressives in pencil and/or digital. Refine: form, structure, alignment, etc.
- Oct 8 Work Day
Homework: Black and White Comprehensives.
- Oct 10 **Due Today:** Full-scale Comprehensives, ready for critique
- Oct 15 Work Day.
Homework: Final Symbol/Monogram
- Oct 17 **Due Today:** Final Symbol/Monogram printed and mounted and ready for critique at the beginning of class. Submit Workbooks for Grading..

Your Name Graphic Design One Assignment Two
