

PROJECT III



Graphic Design I
Fall 2011
ADG-S206-A
3 credits

Instructor:

AnneMary Wood-Mann

Always available via email:

annemary@sirango.com

Office Hours:

By appointment.

Class time:

ARL B02

Monday 2:00PM - 4:40PM

Wednesday 2:00PM - 4:40PM

Class Website:

sirango.com/FallGDI2011

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PROJECT III

Corporate Identity Final Presentation

PART III

FINAL PROJECT DUE WEDNESDAY OCTOBER 26th!!!

- Create Corporate Identity for company using your animal symbol that has now been turned into a vector graphic

REQUIRED:

1. Typed explanation of what your company is all about

- *specifically* -

- the full name,
- what product or service this company is selling or offering,
- who the customers are for this company,
- who is the competition for this company,
- where is the company located,
- how long has this company been in existence,
- what does the future look like for this company?

PASS THIS PAPER IN WITH YOUR PROJECT

2. Stationery Suite for Corporate Identity and One Extra Piece of Collateral required (***ALL of the following elements***):

- 8.5"x11" business letterhead
- business envelope
- business card
- Apply the logo to a promotional product or other piece of collateral of your choice

REQUIRED INFO ON STATIONERY SUITE:

1. name of company
2. street address
3. city, state and zip code
4. phone number
5. fax number
6. website

SPECIALLY FOR BUSINESS CARD ADD THE FOLLOWING

7. Person at the business and their title
8. personal email account for this person
9. cell phone number

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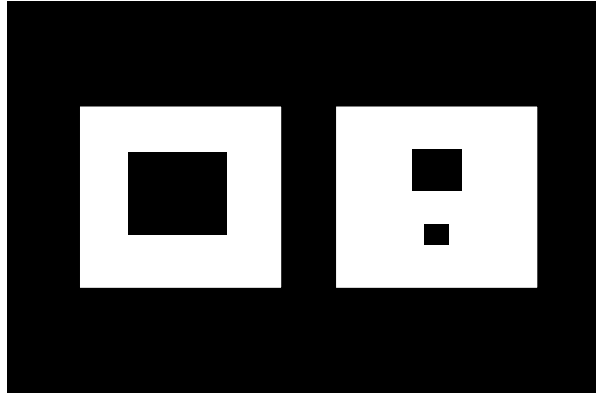
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HOW TO PASS IN FINAL PRESENTATION

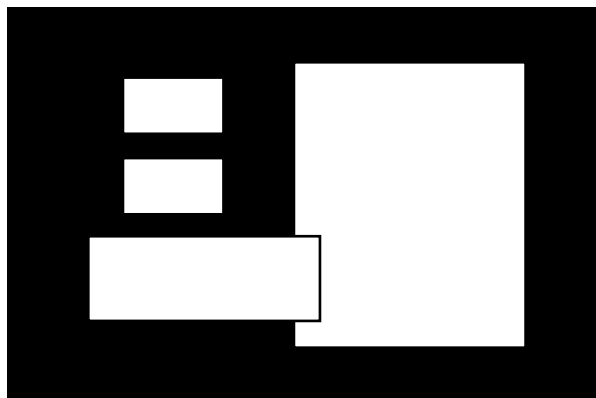
BOARD I: LEGIBILITY TEST | LOGO ONLY

- mount on 15"x20" black matte board
- MUST be in black and white
- Show full logo at 100% at left
- Show full logo scaled to 50% and then 25% of the original logo at the right - See Board below as sample



BOARD II: STATIONERY SUITE | including required info

- mount on 15"x20" black matte board
- May be in FULL COLOR on paper of your choice
- business card - front (and back if you have one)
- business envelope and letterhead



BOARD III: YOUR CHOICE COLLATERAL

- mount on 15"x20" black matte board
- conceptually fitting extra collateral piece
- maybe 3D or a photograph of logo application
- examples: storefront, t-shirt, mug, billboard, advertisement