

Design Strategy and Software: Final Presentation

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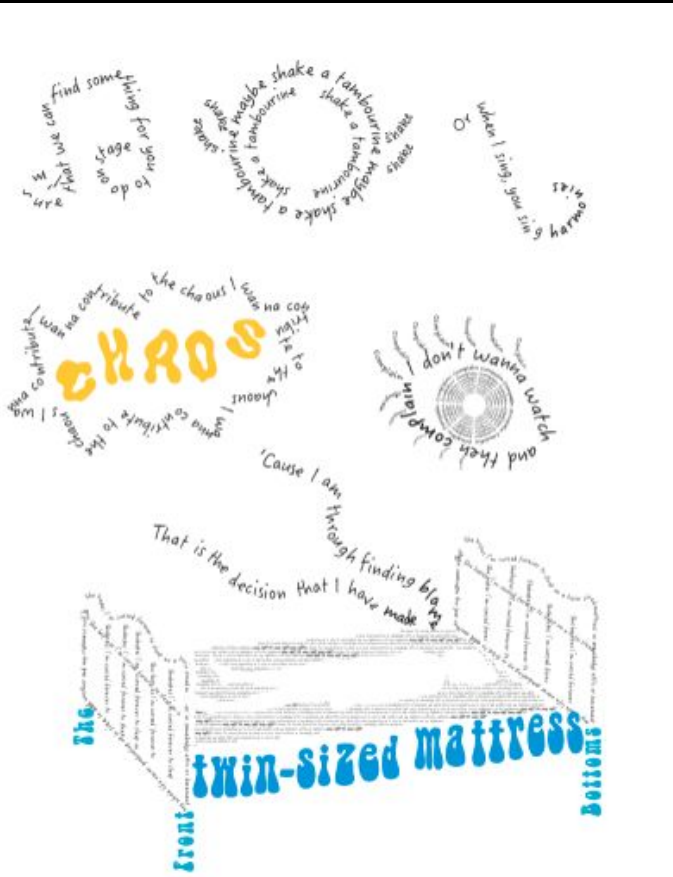
I'm sure that we could find something for you to do on stage
Maybe shake a tambourine or when I sing, you sing harmonies

I wanna contribute to the **chaos**
I don't wanna watch and then complain
'Cause I am through finding blame
That is the decision that I have made

She hopes I'm cursed forever to
Sleep on a **twin-sized mattress**
In somebody's attic or basement my whole life
Never graduating up in size to add another
And my nightmares will have nightmares every night
Oh, every night, every night

The Front Bottoms

Layout 1



Layout 2

Lyrical Layouts

Objectives:

- Layout 1: Demonstrate an understanding of good typography and layout.
- Layout 2: Experiment with type by breaking the rules to express the meaning of the poem or song.

Copy:

- 10–20 lines of a poem or song, author's name, and a title.

DON'T CRY OVER SPILLED CHAI

Had a long day?

No point in brewing over it.
Come hang out with us instead.

At Catpurrino's we've got a large
selection of relaxing and refreshing
items that will satisfy even
the pickiest of eaters
-enough for everybody.



CAT - PURR - CCINOS

322 Madison St, Union, NJ 07083



Coffee House Ad

Objective:

- Create an ad for a local coffeehouse and practice concept development, image selection and reproduction, layout design, and integrating type and image.

Copy:

- Headline, Logo, and a short paragraph (3-5 sentences).

Paula Romero
Project 3

Project Brief

Objective: Design a logo consisting of a logotype and a logomark in Illustrator using logo strategies for the stationary store Papyrophiliac. Use the concept development process to design the logo. The logo must be a memorable mark that conveys important information like the quality and values of the store. It must fit the brands message and be easy to reproduce.

To Do:

- Research similarly positioned stationary stores. Analyze the logos and examine the strategy. What is successful? What is unsuccessful?
- Brainstorm and create 5 or more sketches. Refine 3 of the sketches in black and white in Illustrator.
- After receiving feedback on the refined sketches proceed to workshop the strongest final design in color (using only 2 colors).

Final Format: 8.5x11" PDF saved as LastName_FirstName_Project3.pdf.

The project is to be submitted by 8am on 11/04. All pages must be labeled and contain the following:

- Page 1: The Project Brief
- Page 2: Research on Similar Brands
- Page 3: 5 Thumbnail Sketches
- Page 4: 3 Refined Logos (black&white)
- Page 5: Final Logo (2 colors)

Research on Similar Brands

Stationary stores tend to have descriptive fonts that conveys the attitude of the store. They are often unique to display the wide variety of fonts and letterings the store carries. The logos often spell out the full name of the store. They also tend to attach a pictorial logomark that symbolizes the store next to the name. For example, Paper Source has a bee in between the words and Papyrus has a hummingbird at the end of the name.

The logos tend to stick to a color theme of no more than 2 colors.



Logo Design

Objective:

- Design a logo for a fictitious organization. Practice logo strategies and Illustrator tools. Use the concept development process to develop your logo.

Logo Requirements:

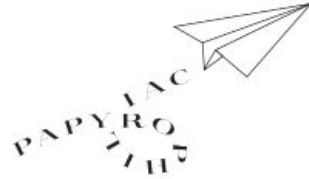
- Should include a logotype (the name of the organization) and a logomark (an abstract or literal symbol that depicts what the organization does or offers).

Thumbnail Sketches



Page 3

Refined Logos



Page 4

Final Logo



Page 5

Album Designs

Objective:

- Design a vinyl album cover (front and back) and a concert poster for a band or performer. Practice the concept development process, integrating type and image, and establishing a visual theme.



Vinyl Cover

Copy:

- Vinyl Cover: Band name and album name on the front, track list (at least 10) on the back
- Poster: Band name, album name, date, time, city, and venue

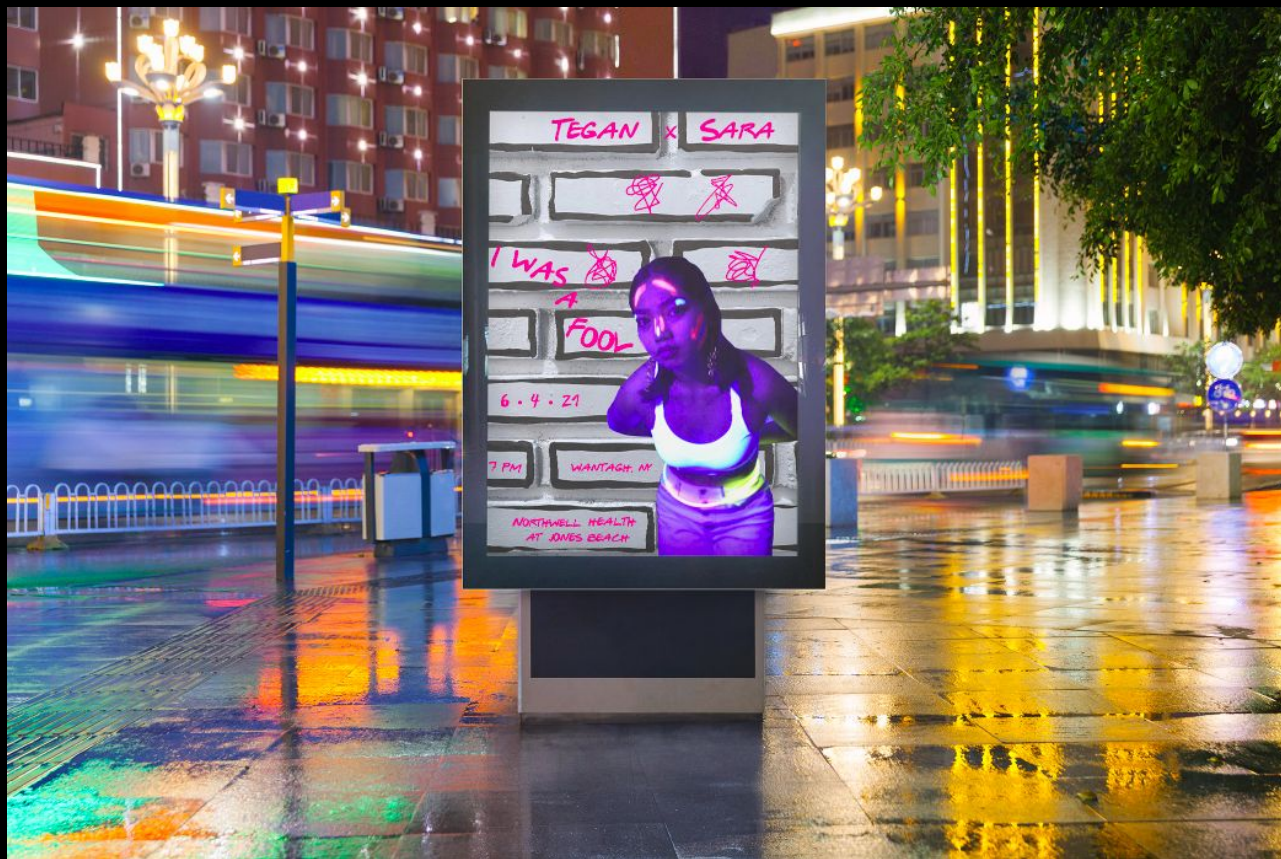




Poster



Digital Display



Physical Cover