VISUAL COMMUNICATIONS

PROJECT 1

PROJECT TITLE

Circle | Square | Triangle

PROJECT DESCRIPTION

For this project you will be designing a thematic collection *(a collection of symbols that produce and overall theme)* of four icons/symbols based on nouns.

PROJECT GOALS

RESEARCH & SKETCHES

You will need to begin this project with a fair amount of research. There are many avenues to research your project based on your concepts, along with general research about symbols, icons, pictographs, logos, etc. Keep in mind that icon design should always simple and easy to recognize

Once you have completed your research stage you will need to develop a detailed word web that explores your concept. Work with a noun or nouns. *A noun is a word that is the name of something (such as a person, animal, place, thing, quality, idea, or action) and is typically used in a sentence as subject or object of a verb or as object of a preposition.*

After you have completed your word web you will need to create five thumbnails for each of the four symbols you have selected to explore, for a total of 20 thumbnails. These should be done by hand as pencil sketches.

WRITING

The icons you design have meaning. You need to write a brief summary for each symbol. Write at least one paragraph *(125 to 150 words)*. Make sure to use a standard font such as Times New Roman or Cambria, and that your name is on the document in the space provided. Print your summary once completed and submit it. Writing assignment should be printed, and ready to present to the class for a critique.

COMP

Develop hand-drawn comps of four different icons. Make sure you use a similar technique so the project is cohesive. Create your icons so the longest or widest area does not exceed 3" x 3". These will be placed within four-inch square area. The final size board size will be 12" x 12" with 4" x 4" icon panels. This allows white space to frame the design. The icons should be scaled the same for consistency, and should be black and white.

Your icon styles should be done in both fill and outline styles *(see sidebar)*.

FIRST DRAFTS

After the comps critique, continue to finesse the four icons based on the feedback received. Students should scan in hand-drawn comps and use Illustrator to create the digital version of the icons. Remember to design in one document with four art boards in black and white. Draft 1 should be printed and ready to presented for the next class for critique.
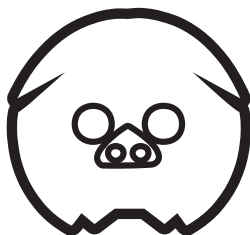
SECOND DRAFTS

After the class critique continue to finesse the four icons based on the feedback received. Students should still be using Illustrator and working in black and white. Draft 2 should be printed and ready to presented for the next class for critique.

SUPPLIES NEEDED

• *Pencil*
• *Blank paper*
• *Black Sharpie pens in various widths/sizes*
• *Camera or scanner (the iScanner app for the iPhone works pretty great as well).*
• *Solid black presentation board*
• *Steele ruler*
• *X-acto knife*
• *Self-healing cutting board*
• *Double stick tape*
• *Tracing paper*

STYLES

Outline

Fill

Final Execution

Print each four-inch icon *(on nice paper, but not photo paper)*, trim to size *(use crop marks)*, and flush mount to a 12" x 12" black mat board *(see example below)*.

Be sure to add a name tag on the back of the board in the lower right corner. The name tag should include your name, title of course, semester, and year.

Final mounted icons should be ready to present to the class for a critique. The final will also need to be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber > *FLastname-ART135-Project1.pdf*