# EXERCISE 1 – CREATING SIMPLE PICTOGRAMS

Choose one of the prompts below.

1.  **Transportation Icons**: Design three pictograms that represent different modes of transportation (e.g., car, bicycle, bus) in a minimalistic style.

2.  **Healthy Lifestyle**: Create three pictograms to represent aspects of a healthy lifestyle (e.g., exercise, balanced diet, hydration) with a focus on simplicity and clarity.

3.  **Music Genres**: Develop pictograms that symbolize three distinct music genres (e.g., rock, jazz, hip-hop) using basic shapes and elements.

4.  **Outdoor Activities**: Design pictograms for outdoor activities (e.g., hiking, camping, fishing) that can be used in a park or nature reserve brochure.

5.  **Emergency Services**: Create simple and easily recognizable pictograms for emergency services (e.g., fire department, ambulance, police) for informational signage.

6.  **Food Categories**: Design three pictograms to represent food categories (e.g., fruits, vegetables, dairy) suitable for a nutrition guide.

7.  **Sports Icons**: Develop pictograms for three different sports (e.g., soccer, basketball, swimming) using minimalistic and dynamic shapes.

8.  **Environmental Symbols**: Create pictograms to represent environmental concepts (e.g., recycling, renewable energy, conservation) for eco-friendly campaigns or materials.

After conducting some research, draw 20 thumbnail sketches that wring out your ideas. Choose the three most successful thumbnails and, moving to Adobe Illustrator, you are to create three pictograms.

The goal is to distill complex ideas into simple, three universally understandable symbols (pictograms).

SPECS:
**No. of Artboards:** 3
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White
**Submit As:** .ai, .pdf

# EXERCISE 2 – DESIGNING PICTOGRAPHS

Choose one of the prompts below.

1.  **Cultural Diversity**: Design a set of two pictographs that represent the concept of cultural diversity. Each pictograph should symbolize a different aspect of cultural diversity, such as different ethnic backgrounds, languages, or traditions.

2.  **Sustainable Living**: Create two pictographs that convey the idea of sustainable living. These pictographs should represent practices like recycling, reducing waste, and conserving energy in a simple and clear manner.

3.  **Digital Communication**: Design a set of two pictographs that illustrate various forms of digital communication. Consider depicting concepts like email, social media, and video conferencing in a visually intuitive way.

The goal is to create <u>two</u> pictographs that effectively communicate complex ideas.

After conducting some research, draw 20 thumbnail sketches that wring out your ideas. Choose the two most successful thumbnails and, moving to Adobe Illustrator, you are to create two pictographs.
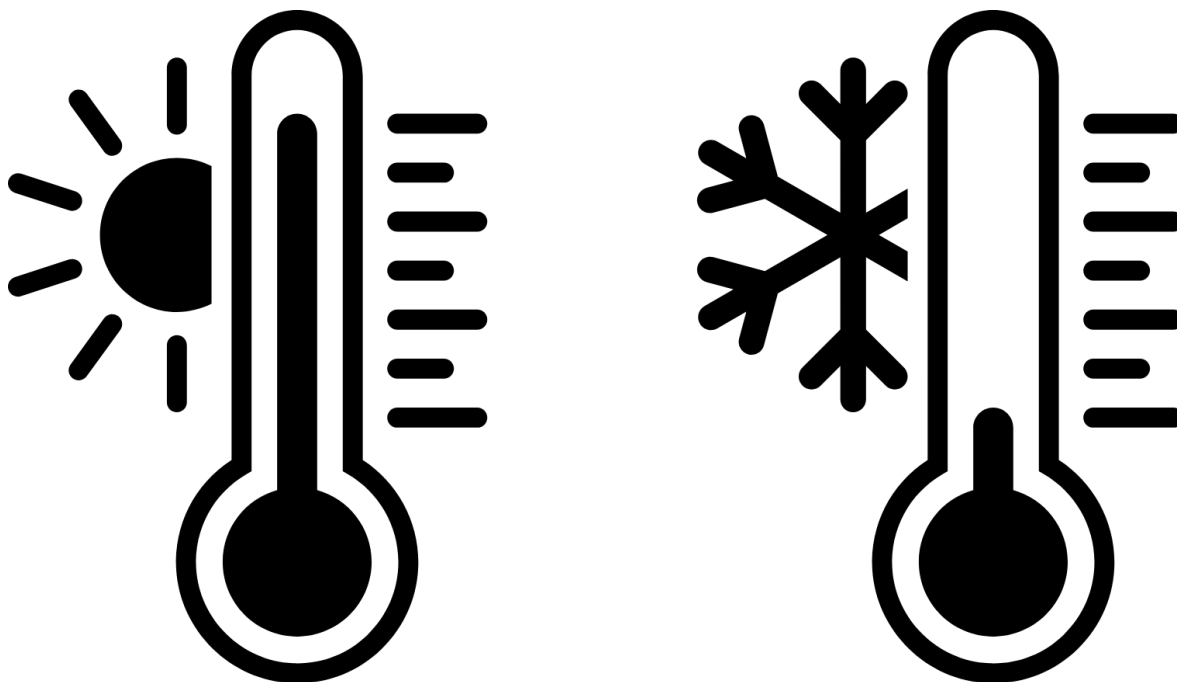
SPECS:
**No. of Artboards:** 2
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White
**Submit As:** .ai, .pdf

# EXERCISE 3 – DESIGNING ICONS

Choose one of the prompts below.

1. **Household & Kitchen Icons:** Create a set of two icons that depict common household and kitchen items in a minimalist and user-friendly style. Choose items like a coffee maker, a frying pan, and a vacuum cleaner, and design icons that represent them effectively.

2. **Health and Wellness Icons**: Create two icons that symbolize different aspects of health and wellness, like exercise, nutrition, and mental well-being.

3. **Technology Gadgets**: Design a set of two icons that depict popular technology gadgets or devices, such as smartphones, laptops, and headphones, in a sleek and modern style.

The goal is to distill complex concepts or objects into two simple, easily recognizable icons while allowing for creativity and style in the design process.

After conducting some research, draw 20 thumbnail sketches that wring out your ideas. Choose the two most successful thumbnails and, moving to Adobe Illustrator, you are to create two icons.
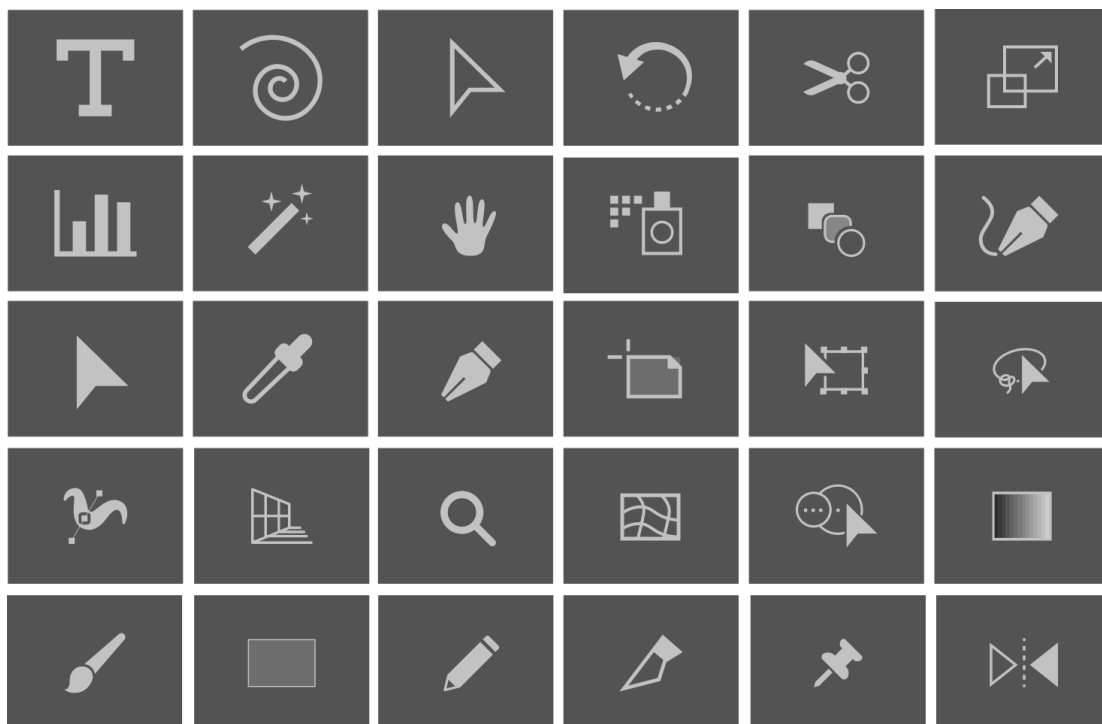
SPECS:
**No. of Artboards:** 2
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White
**Submit As:** .ai, .pdf

# PROJECT 1-1 – CREATING LOGOS/BRAND IDENTITIES

Choose one of the prompts below.

1.  **Artisan Bakery Logo**: Design a charming and rustic logo (brandmark) for an artisan bakery known for its handmade bread and pastries. The logo should evoke a sense of tradition and craftsmanship.

2.  **Pet Care Services Logo**: Create a simple yet heartwarming logo (brandmark) for a pet care services company. The logo should reflect the love and care provided to pets and be versatile for use on marketing materials and pet products.

3.  **Sporting Goods Company Logo**: Create a dynamic and memorable logo (brandmark) for a sporting goods company that offers a wide range of athletic equipment and gear. The logo should embody the spirit of sports and athleticism while remaining versatile for use on products, promotional materials, and signage.

1.  **Online Boutique Logo**: Create a clean and modern logo (brandmark) for an online boutique specializing in fashion and accessories. The logo should convey a sense of style and elegance, suitable for both the website and packaging.

2.  **Environmental Nonprofit Logo**: Design a simple and impactful logo (brandmark) for an environmental nonprofit organization. The logo should incorporate elements that represent nature and conservation in a way that's memorable and scalable.

After conducting some research, draw 20 thumbnail sketches that wring out your ideas. Choose the most successful thumbnail and, moving to Adobe Illustrator, you are to a logo for your company.

The goal is to distill the intent and personality of your chosen company into a graphic brandmark that can serve as the basis for a brand identity system.

SPECS:
**No. of Artboards:** 1
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White
**Submit As:** .ai, .pdf

# PROJECT 1-2 – APPLYING PROXIMITY/SYMMETRY

DEFINITIONS
**Proximity** is a principle of design that refers to the spatial relationship between the elements of the design. The rules of proximity are pretty simple: things that are related should be nearer to each other, and things that are unrelated should be placed further from each other.

**Symmetry** is a visual balance achieved by arranging elements to mirror each other or follow a pattern. The mirroring can be of the element's physicality or visual representation.

**Objective:** Begin developing a brand identity for the company logo you've created, emphasizing balance through the use of proximity and symmetry.

**Task: Color Palette and Typography**
1. Select a color palette that complements the logo and reflects the brand's personality. Ensure that the chosen colors are harmonious and create visual balance.
2. Choose a typeface (or typefaces) for the brand that conveys the intended message. Pay attention to the spacing and alignment of text to maintain symmetry.

SPECS:
**No. of Artboards:** 2 (one for color palette, one for typefaces) – added to EXERCISE 3 file
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White *AND* full color
**Submit As:** .ai, .pdf

Pantone: Coated Cool Gray 8C
CMYK: 49 39 38 3
RGB: 138 140 143
Hex triplet: 8a8c8f

Pantone: 7579C
CMYK: 0 85 100 0
RGB: 240 78 35
Hex triplet: ef4e22

Pantone: 7485C
CMYK: 16 2 28 0
RGB: 215 228 194
Hex triplet: d7e4c2

Pantone: 200C
CMYK: 18 100 91 8
RGB: 190 30 45
Hex triplet: be1e2d

Pantone: 439C
CMYK: 65 66 57 50
RGB: 65 57 61
Hex triplet: 41393d

Pantone: 7514C
CMYK: 16 39 42 0
RGB: 213 162 141
Hex triplet: d4a18d

Athelas Regular

**Athelas Bold**

*Athelas Bold Italic*

*Athelas Italic*

**Majesti Banner Medium**

**Majesti Banner Bold**

**Majesti Banner Heavy**

Majesti Banner Light

# PROJECT 1-3 – CREATING AND APPLYING PATTERNS

**Objective:** Develop a unique and visually appealing pattern using the logo you created as a central element, and then apply this pattern to brand materials.

**Task 1: Pattern Creation**
1. Begin by deconstructing the logo you've designed. Identify key elements, shapes, or icons within the logo that can be used as building blocks for the pattern.
2. Design a pattern that incorporates these elements in a way that is visually interesting and harmonious. Ensure that the pattern seamlessly repeats and maintains the brand's color palette.

**Task 2: Application to Brand Materials**
1. Apply the pattern to various brand materials, such as packaging, stationery, and marketing collateral. This could include product packaging, wrapping paper, envelopes, and brochures, among others.

SPECS:
**No. of Artboards:** 2 (one for pattern, one for brand material)
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White *OR* full color
**Submit As:** .ai, .pdf

# PROJECT 1-4 – FINAL PRESENTATION & REFLECTION

**Presentation (5-7 minutes):**
1. **Introduction**:
    1. Begin with an introduction, including your name, the chosen company from the provided prompts, and the design challenge you undertook.
    2. Provide a brief overview of the company and its values that inspired your logo design.
2. **Thumbnail Sketches**:
    1. Display and briefly describe the 20 thumbnail sketches you created during your research and ideation process.
    2. Explain how these sketches represent different concepts, moods, or styles for the logo.
3. **Final Logo (Brandmark)**:
    1. Reveal and explain the final logo (brandmark) you designed using Adobe Illustrator.
    2. Discuss the design elements, colors, and typography choices you made and how they reflect the company's identity.
4. **Pattern Creation**:
    1. Display and describe the pattern you developed based on the logo.
5. **Application to Brand Materials**:
    1. Showcase examples of the pattern applied to various brand materials

**Written Reflection (300-500 words):**
In a written reflection, address the following points:
1. **Design Process**: Describe your design process from the initial research and ideation to the final logo, color palette, typography, and pattern creation.
2. **Challenges and Solutions**: Discuss any challenges you encountered during the design process and how you overcame them.
3. **Design Rationale**: Explain the reasoning behind your design choices, including how your design effectively represents the company's identity and values.
4. **Learnings**: Share any valuable insights or lessons you gained from this project that you can apply to future design work.

SPECS:
**PRESENTATION**
**No. of Artboards:** 5-7
**Artboard Size(s):** 1000px X 1000px
**Color Mode:** RGB
**Color Pallet:** Black and White *AND* Full Color
**Submit As:** .ai, .pdf

**REFLECTION**
**No, of Pages:** 1-2
**Paper Size:** Letter (8.5"x 11") – See course writing guidelines
**Submit As:** .pdf