TECH HIGH at SEMINOLE

PROJECT: Seminole Pow Wow 50th Anniversary Logo

MEETS FLORIDA STANDARDS:

01.0 Demonstrate proficiency w elements & principles of design.
02.0 Demonstrate proficiency in art and design skills.
03.0 Demonstrate an understanding of type design.
04.0 Demonstrate proficiency in layout.
05.0 Demonstrate proficiency in applied design.
06.0 Demonstrate proficiency in graphic art computer skills.
07.0 Demonstrate proficiency in graphic production.

08.0 Demonstrate an understanding of employability in commercial art and graphic media.
09.0 Demonstrate an understanding of entrepreneurship.
10.0 Demonstrate proficiency in website planning and the design process.
13.0 Incorporate images and graphical formatting on a webpage.

TASK: Seminole Pow Wow 50th Anniversary Logo

The City Of Seminole is celebrating their fiftieth anniversary. They're open to a professional logo for the event. The color schemes should be Navy Blue as per their instructions. They also need the logo to work in white. Have a look:

- *The committee like the blue color (a shade of blue). I would say if they can incorporate the blue that would be great. Also, we are getting tie dye committee shirts so the logo will be white on those shirts and full color on the other marketing material.*

Check the website for other specifics as they are available.

WORK FLOW:

- Spec Sheet with minimum of six different 50th anniversary logos for cities
- Minimum of six concept sketches
- Critique and feedback with Mr. Juul
- Some in just a shade of blue.
- One in white on black background
- Critique and feedback with your peers
- Adobe Illustrator. Use Photoshop to design in. The final needs to be a .ai file
- You may be asked to correspond with a City of Seminole official via Basecamp.
- You may be asked to present your work to industry advisory members, city officials or others.

RESOURCES:

- City Of Seminole Pow Wow
- City Of Seminole Website
- **Becky Gunter** is your contact at the City of Seminole   E-Mail - bgunter@myseminole.com

OUTCOME:

Students will pratice the Design Process, Concept Sketching, Logo Design, Use of Adobe industry Software. Students will also be responsible for rpesenting their logos to possible advosiry members of city of Seminole officials.

PRE-PRODUCTION

Brainstorm and gather information related to your inspiration.

1. Gather a logo design styles example sheet with other 50th anniversary logo designs for cities.
2. Visit the Websites above for any logos, words, information that could inspire a design
3. Sketch a minimum of six ideas for this logo.
4. Critique with Mr. Juul
5. Either make recommended changes, start again or proceed to production

PRODUCTION & POST PRODUCTION

Production.
1. Using Photoshop for concept art or Adobe Illustrator all the way, design your two best ideas.
2. Once you have these finished, peer critique process.
3. Either make recommended changes, start again or proceed to your final artwork / logo
4. You may be asked to email your ideas to the client

Post Production
6. You will be asked to e-mail Save an .ai file, .png file with transparent background and a jpeg with both designs in color and black and white.
7. Prepare an 81/2" x 11" file that showcases both of your logos and print this.
8. You may be asked to send a final electronic version to the client or make changes as they would like.

Grading Rubric – 3 points

An **A** grade will look like: 3 points
Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 2.5 points
Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 2 points
Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 points
Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points
The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.