

Design Brief

Project 01 (Identity)

Last Revised: 02.27.06

Assignment

Design a logotype to identify and promote the AEJMC Annual Convention, August 2007, in Washington, D.C. The winning design will appear on various media materials used to promote the 2007 Convention. The top three designs may be eligible for a small cash reward. AEJMC stands for: Association for Education in Journalism and Mass Communication. AEJMC is a non-profit, educational association of faculty, administrators, students and media professionals. AEJMC has some 3,500 members around the world.

Schedule

Week 1: Review previous winners. Brainstorm ideas. Challenge assumptions. Submit 1-3 pages of ideas + sketches.

Week 2: Choose 1-3 concepts to develop further. Refine your designs. Eliminate unnecessary elements. Smooth rough edges. Test (print) at different sizes. Double-check competition requirements. Solicit feedback from others.

Week 3: Submit one final design, for possible entry into this year's AEJMC Logo Competition.

(Note: Designs accepted for entry into competition may require further refinement, supervised by the instructor.)

Specifications

Each logotype must include (all) of this copy, in its entirety (no abbreviations): AEJMC August 2007 Washington D.C.

Each logotype must also: be adaptable to multiple uses and sizes (range: 1-4 inches); reflect a diversity of interests within AEJMC; be reproducible in solid tones using one color (Black); and use (only) original student artwork.

Ideally, each logo design will represent (all) of these concepts: 1.) Washington D.C.; 2.) Journalism; 3.) Education.

Analysis

Basic design principles, including Contrast, Repetition, Alignment and Proximity are essential to the creation of most successful logotypes. Precision and legibility are also vital. The design of a logotype encourages students to integrate letterforms and images (illustrations, symbols, etc.) as part of a single, cohesive unit. By arranging, combining and/or altering letterforms within a specific context, students can develop expressive design solutions and/or interpretations.

Grading

You will be evaluated according to: (1.) typography; (2.) craft and technique; (3.) conceptual ability; (4.) design skills; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following rules.

Submission

Be prepared to attach printouts of each design, at each stage of development, to a designated classroom wall, for purposes of discussion and critique. Finished versions will be mounted on black board, at the end of the project.

Visit the AEJMC Logo Competition webpage < <http://www.mtsu.edu/~aejmc/calls/07logocall.html> > for further submission specifications. Note: A maximum number of 10 designs may be submitted into competition, as a group, by your instructor, at the conclusion of the project.

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