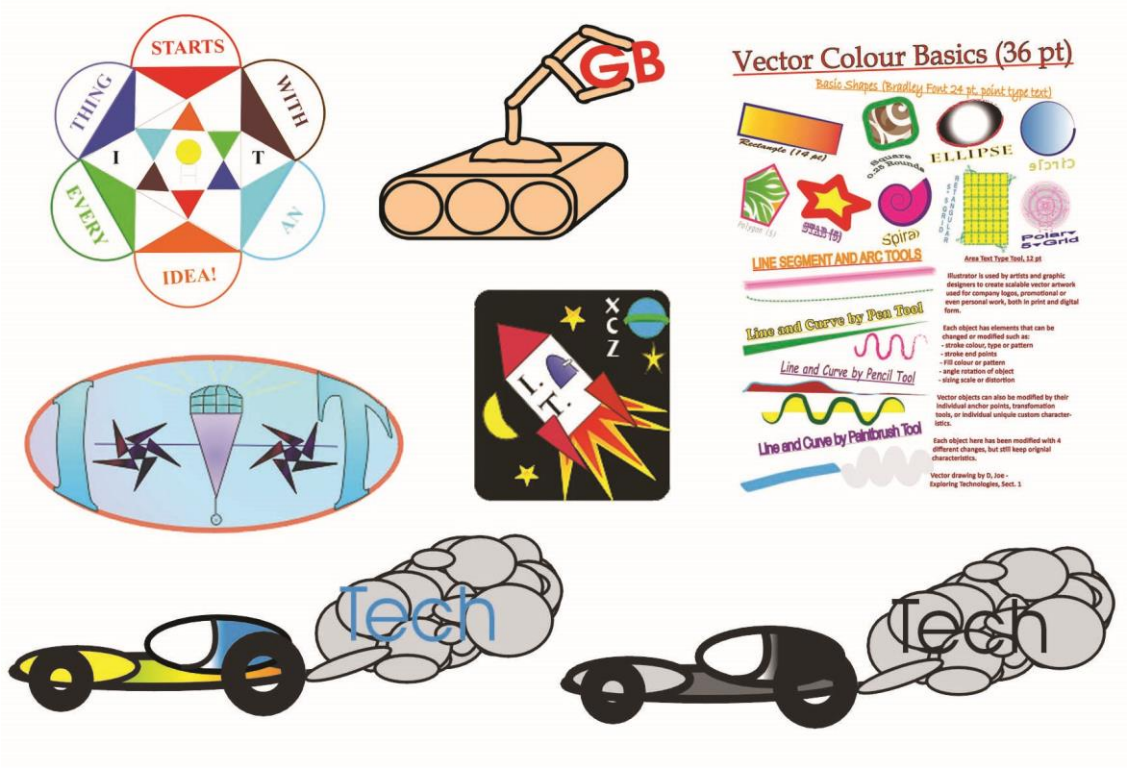
Graphic Logos

Make an Image For Yourself



Western Technical-Commercial School

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Exploring Technologies, TTI1O

Course:

Grade 9 juniors

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Graphics Logo

Project:

14

Pages:

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Graphic Communications

Make an Image for Yourself!

Situation:

You are in school and you want a to market your hand-in work in an efficient and organized manner. You have access to computers and would like to use them to your advantage, to save time and assist in organization with different assignments.

Problem/Challenge:

By creating a personal/technological logo, 4 pre-made headers in common computer programs, will result in a customized student self-image easily recognized and support all future computer class work. The challenge is to learn how to use the basic features of Illustrator in order to create a logo and transfer and use with other common applications such as MS Word, Excel, Power Point, and Dreamweaver to create ready-made custom headers. A quick review of these additional applications including Photoshop will need to be introduced.

Logo and headers ideas must show idea generation process through thumbnails, full-page drawings, and colour schemes. Each logo must include some text; graphics using geometric shapes, related to Exploring Technologies and yourself, have a complimentary colour scheme, and both a colour & black & white logo version. There are some samples shown on page nine in this handout. In order to do this, there will be some small assignments, checklist, and some due-dates that will assist you in keeping on track and completing this communications project activity.

With any digital work, remember to have a convenient main place to save (flash drive) and to back-up your work regularly (end of period to H drive). You alone, are responsible for taking precautions for your digital files.

Resources:

Resources to use may also include; mf web site, videos, school library, home computer, public library computers, computer tutorials, application help files, the Internet, commercial products around the house.

Rough Due Dates:

Vector Drawing _____, Vector Colour _____, 5 Thumbnails _____, 1 Col & BW Sketches _____,

Logo Display____, 2 Rough Headers, _____, Finished Headers _____, SPICE/Reflection _____

and final submission to include a web page of all work _____

Project Steps and Related Info

The following steps, are a guide to help structure your tasks, to complete the requirements.

Review and Answer Questions

1. Read/review LWT, on Graphic Communications, complete Rev Questions HO

Computer Awareness

1. Computer use with ergonomics and comfort
2. Operating system, key application programs, and file saving and back-up

Adobe Illustrator

1. Familiarize yourself with Illustrator resources and explore different drawing techniques

Vector Drawing Basics

1. Set-up new Illustrator file and use sample to copy and practice with the tools
2. Create a 0.25 margin-guideline for boarder along with appropriate layers
3. Use Arial text font and sizes as shown
4. Copy Arial font/sizes, note **POINT/line vs AREA/paragraph text differences**
5. Make sure your name, class section is included at the bottom
6. Have peer partner review your work (double check) before digitally dropping-off

Vector Colour Basics

1. Choose "Save copy", change file name and AREA/paragraph text, see page 9
2. Transform each object with 4 different and separate changes
3. Have a peer partner review your work (double check) before digitally dropping-off

Elements and Principles of Design

1. Fill in notes on Elements and Principles of Design handout while watching video
2. Using magazines create sample colour schemes, font, shapes and shape-groupings

Logo Display

1. Sketch out 5 thumbnail logo ideas based on tech, course, and your interest
2. Sketch your final logo design ½ page for each – colour & black/white
3. Use full page and follow sample logo display as shown on page 9 of handout

Template headers

1. Sketch 2 thumbnail header/footer designs for each application covered (4)
2. Use MS Word, Excel, Power Point, and Dreamweaver to create headers for each

SPICE, Reflection and Check list

1. Using Word create a ½ page SPICE report related to this project
2. On the other half create a ½ page project reflection including highlights, challenges, learning, and conclusion

Final Web Page Report and Resource Image/file Folder for Drop-off

1. Using web template, include images of your project work - sketches & digital work
2. Use check list to double check work is complete, finish evaluation sheet

Detailed & Specific Information

Types of Graphic Drawing Files

Vector or line type is composed of lines and fills. The lines are created by mathematical formulas, making it easily scalable without quality loss and little memory space required.

Bit map or raster type is composed of many dots or pixels, which in a full picture can take up a lot of memory depending on the resolution of the image.

File Saving Format/Convention and Backup

To keep organized, create a sub-folder with-in your main class folder to save all related files to with the appropriate filename convention. For example: main folder 'tij', subfolder 'logo' and then your files related to that project for example: tij_vector-dwg-basics_j-doe.xxx with xxx representing your file extension used by the program that created it.

Save your work to a flash drive for portability and speed using the common key strokes for most programs: CTRL + S whenever you have completed a chunk of work that you are not prepared to save. Some programs have an auto save, but it is good habit to manually save your work as you go and not wait till you are finished or the end of period.

Backup should be done daily when you finish at the end of the period to an alternate storage location such a H drive for example if you are at the school and if at home then on your computers storage drive.

Saving Your Logo to Bit Map/Raster Image

Once you have created your vector logo it will have to be saved as a bit map raster image, so that you may easily import it into your template headers of major programs that you may use later. You should be aware of the differences between a raster vs vector, so that you understand why you use each in situations. In this case saving a raster an appropriate size we can use in different applications. There are several ways, but the best way is to go to File: Export, select file type jpg (a common standard, but white background), gif or png (allows you to save with invisible background), etc. that you want and file location which will most likely be your 'logo' folder that you recently created for this project. When you need that image in another program, just import the image into whatever project you need it for, for example your word header template.

Software Programs Introduced

MS Word is a word processing program used mainly for text or written work.

MS Excel is a spreadsheet program which uses rows and columns to organize information, usually numbers with each boxed area known as a cell.

MS Power Point is a slide show presentation software program used to present information in a pleasing and practical medium for others.

Adobe Illustrator is a line/vector drawing program that can create shapes with fills and text based illustrations.

Adobe Photoshop is a bit map/raster image editing program that can edit, modify pictures.

Adobe Dreamweaver is a combination of word processing, presentation, and tables using HTML code to create web pages and links to other resources.

Template Files

Template files allow you to save and keep the original to continue to reuse later, i.e. you wouldn't have to keep starting from scratch and/or saving a new copy of your original file you want to re-use.. Once you have designed a decent header that you are satisfied with, you must **save it as a template** in the File menu: Save As command box. Generally, just below the file name, there is a drop-down-window where you can select the template file type.

Page Headers

Headers include critical information that is required on each page of your document. Using this page for an example you can see particular pieces of information which you will find on each of the pages of the handout, giving the reader and the owner of the document information as to its membership with the body of the document. This could include using the footer area also.

Different programs will require a different design on how the critical information for the reader and owner is displayed. For example, in a spreadsheet generally there are some pre-set and custom options for the header and footer which are designed to be practical being that it is showing table related information. For a presentation slide show program, you want to get a little creative showing your common information, so that the reader is not over powered by it, i.e. it must not overpower the body of presentation.

Lastly, headers and templates play a big role in **web page design and must be given careful and serious consideration** on how you plan on placing your critical information so that it looks good, is practical, and uses space effectively. If you have multiple pages to a web site, then your **menu system must also be included** in your template also.

Elements of Design

Good design is the aesthetic/visual organization and structure of abstract elements into an arrangement, pattern, or composition. The elements are:

1. ***Line:*** Visually alters the environment to create a shape; pattern, space, movement and/or an optical illusion with thick, thin, smooth, long, short characterization
2. ***Space:*** Existing within certain limited and measurable boundaries
3. ***Form/Shape:*** Two-dimensional flat forms, having only length and width, are usually described as shapes, while three dimensional have length, width and height
4. ***Size/Scale:*** Refers to the relationship of size in a design to the size of the observer or user with four kinds: Normal, Intimate, monumental and shock scale
5. ***Light and Value:*** Light is a supportive medium with the amount reflected by a surface is known as value and difference between two different surfaces **is known as contrast**
6. ***Texture:*** Both a tactile and visual surface quality which may be rough or smooth, soft or hard with resultant light being reflected unevenly by the surface
7. ***Colour:*** Has three dimensions; **Hue** -includes red, green or blue, **Value** -describes lightness or darkness, and **Intensity** -describes the brightness or dullness

Principles of Design

Design is governed or controlled by ***FIRST ORDER PRINCIPLES*** which prescribe inherent or fundamental relationships:

1. ***Diversity/Variety:*** Opposite of unity, giving some sense of contrast, conflict or complication by limiting elements; using other principles, grouping, or enclosure
2. ***Repetition:*** A repeat of design elements possibly showing rhythm
3. ***Contrast:*** The difference between two elements, usually with respect to light reflection
4. ***Proportion:*** Relationship between all parts of the design to each other and to the whole
5. ***Direction:*** Movement within the design using elements and principles of design

Which, in turn, are subject to or influenced by ***SECOND ORDER PRINCIPLES*** that are considered and applied to co-ordinate the forces of the inherent relationships:

1. ***Dominance (emphasis):*** That which leads the eye first to the most important part of the design and then to other areas using sizes; background, character, and directional lines
2. ***Balance:*** Closely related to proportion, which is the quality that creates a sensation of equilibrium, a feeling of stability due to the equal tension of weights on both sides of the composition through symmetrical, asymmetrical and/or radial characteristics
3. ***Rhythm:*** It implies an expected sequential movement of perception, a pattern through repetition; radiation, and or graduation

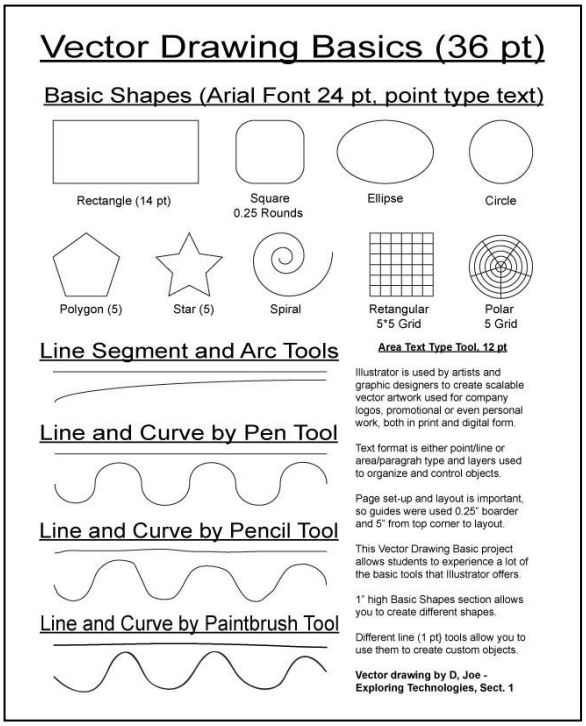
To achieve the ultimate ***THIRD ORDER PRINCIPLES*** which affect our sense of aesthetic beauty (taste/appreciation).

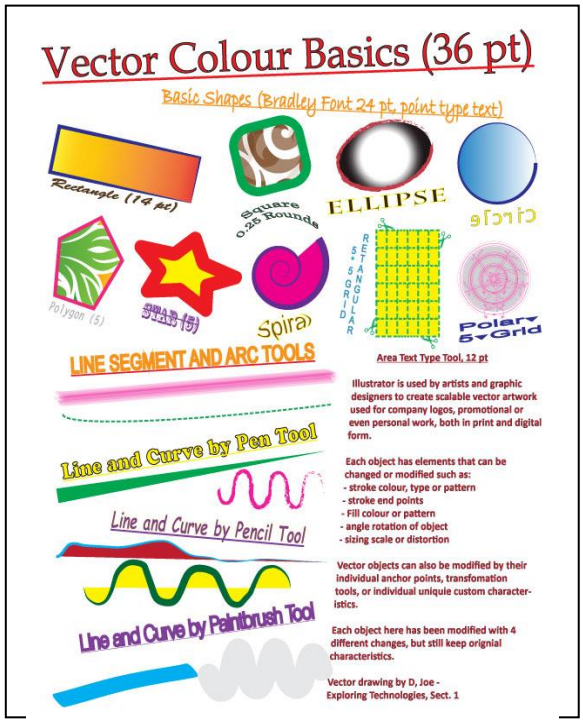
1. ***Unity (harmony):*** A quality of oneness or wholeness
2. ***Order:*** Organization of the design as to have a sequence which is pleasing to the design

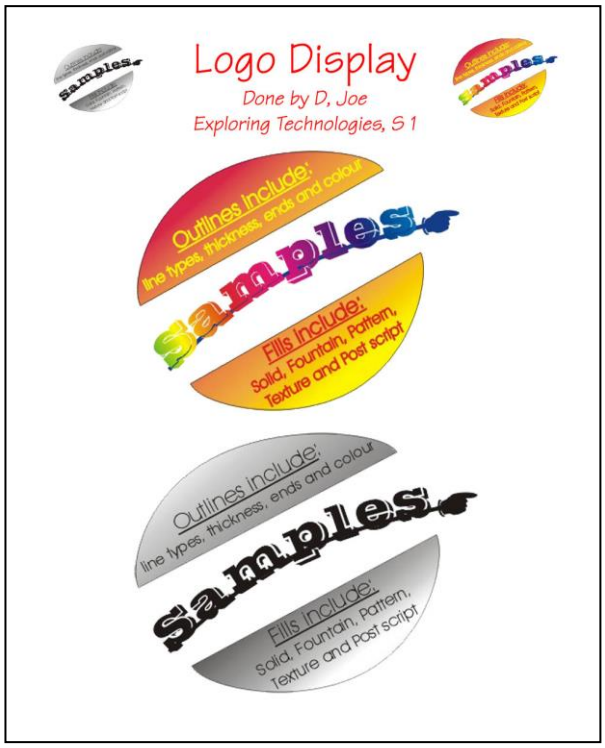
Good Examples of Design and Colour

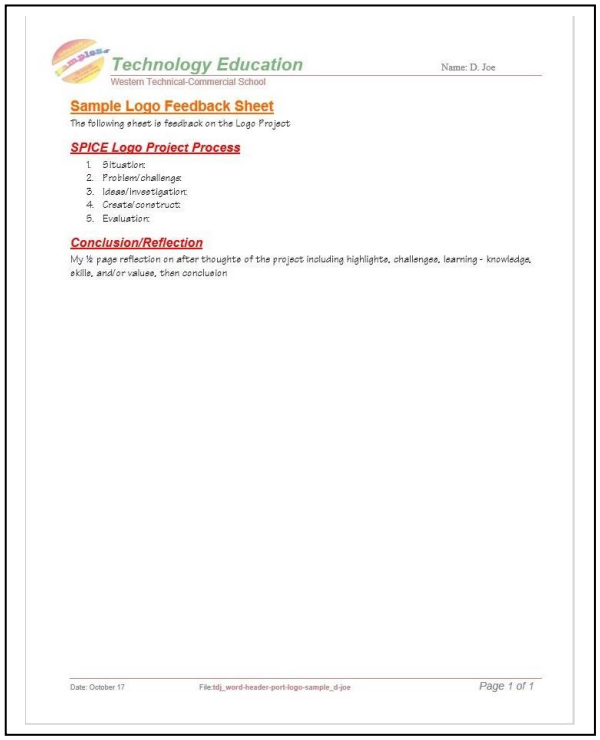
In order to get a feel of what the professionals do, explore some old magazines and cut out **six of the best examples showing different** of Elements and principles of Design and paste in boxes below.

Samples of Work









Points of interest on Samples

Vector Drawing Basics	Vector Colour Basics
Logo Display	**Header Template**

Index of Key Terms and Phrases:

Find ten new key terms or phrases, definitions, and page source number. Later use Excel to create the same table and import table into Dreamweaver. For now, use this table below to rough in your information:

#	New Key Term or Phrase	Definition and/or Explanation	From Page #
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Logo Project Tracking and Checklist Support Page

It is always a great idea to use a check list, either instructor given, or if not available, make your own up. It can be a simple check-off listing all major tasks you need to complete or can be used to track and note what still needs to be done, to ensure you complete all project elements.

You are to hand in the checklist on the next page and your evaluation sheet when you have completed all of your project components and dropped-off your project folder which should include your web page and sub-folder of all work, pictures, and any other relevant files.

The following is a list of common issues with this project:

- ***Not enough computers:*** Multi task with project tasks that do not have to be done on the computer, share, use the library, come in prior to class, or use your own at home ***Time:*** Break down your tasks and divide up based on time and due dates. You need to be responsible for your work, so you most likely will have some homework
- ***SPICE:*** Understanding this process and project breakdown will help you you're your project tasks to complete. Know what the requirements are for your project
- ***Peer and Self Evaluation:*** Mark objectively get the most out of this process. To do this you must know and understand the requirements and expectations prior to marking
- ***Conclusion to include:*** a quick summary, what you learned in terms of knowledge, skills, and values, what you could have done differently, challenges, and/or highlights
- ***Header and Document title:*** Header Title is a title that is **not** normally changed in the header, i.e. "Exploring Technologies". Document title is a title below related to topic
- ***How many actually read the module:*** The small details on requirements and expectations can make a big difference on your mark if not followed, READ the module
- ***Following instructions:*** Follow verbal and written instructions and if you are not sure ask/clarify, don't assume as that is your responsibility prior to handing in work

Logo Project Tracking and Checklist

*All due date components handed in will have the teachers initial along with a plus # (done early), OT (on-time), or minus # (late) showing when they were completed in relation to due date. This is to help keep you on-track with time lines and finish your whole project on-time.

Project Components in Order for Web Report	Ok	Not	Why not or what could you do to improve, fix, and/or complete it?
Web Banner in Photoshop			
Table of contents for report			
New key terms defined			
*Vector Drawing Basics			
*Vector Coloring Basics			
*5 Thumbnail ideas,			
*Colour, black/white sketch			
*Final Illustrated Logo Display			
*2 header sketch ideas for Word, Excel, PwrPoint, & Dreamweaver			
*1 finished header pages for each			
SPICE ½ page on project			
Conclusion reflection ½ page			
Logo web page report with folder resources submitted to drop-off			

Lower table is for paper related hand-in for this project. This is for you to track by hand keep until you are done all project components. The instructor will give you feedback and earned marks on these two pages.

Project Components for Paper Hand-in Folder	Ok	Not	Why not or what could you do to improve, fix, and/or complete it?
This check list			
Final self and peer evaluation			
Rough sketches and work			

Graphic Communications

Image for Yourself, Made!

Peer marker: _____

Process is very important, so keep all rough work for paper evaluation!

Process and Final Product	Total Marks	Self Mark	Peer Mark	Earned Marks
Are Requirements Met: Is the vector black & white, vector colour, logo display, headers for word processor, spread sheet, presentation program, and web banner all complete? Report components such as SPICE and reflection, etc complete?	20			
Research and Extra Information: Is there evidence of in-depth design and placement of technical graphic designs, showing more information that was researched such as elements and principles of design, logo idea sketches, key terms, SPICE, and conclusion?	10			
Investigation of Ideas and Design Generation: Is there evidence of thumbnail sketches, and rough designs showing the process development of ideas and graphics to efficiently communicate the required theme?	20			
Final Design Chosen: Does the final design look promising, were complications resolved throughout the process? Is the final drawing/design neat, clear and concise showing project requirements are met? Are final header designs effectively used in applications?	10			
Design and Quality of Process: Is the final logo meeting all the requirements, with the right tools and methods? Is it well designed and show theme of Exploring Technologies and yourself? Does it look too complex, or have too many letters, do the colours compliment?	20			
Finished Web Page Report: Is the report in proper order and well put together? Does the report show the student has accomplished the basics of Illustrator? Are logo designs and header designs creative, organized and complete? If you could do it again, what would you improve, redo, or leave out to improve mark (after thoughts from you may help your mark, ex if I had more time…)? _____ _____	20			
Final mark: Based on % finished and completion of requirements (found in the challenge). **Remember to total up your peer and self evaluation marks in this row →**	100			

Teachers Notes: _____

_____

Self and Peer mark is based on how close you are to the Instructors assigned mark.

Self and Peer Marks: