Summer Assignment

Incoming Graphic Design I
Ms. Webster-Ziegler Room 407

Your Summer Assignment is to:

After reading Chapter 3 (hand-out supplied) on the Formal Elements of Design in *Graphic Design Solutions* (pages 46 to 65), you will write, in your own words, what each of the six formal elements means to you and how they are used in design.

You will brainstorm and create icons, illustrations or symbols depicting the Six Formal Elements of Design (Line, Shape, Value, Color, Texture and Format). Please submit all preliminary sketches along with your finished icons for grading.

Steps:

1. Read Chapter 3 on the Formal Elements of Design in *Graphic Design Solutions* (pages 46 to 65).
2. Create 3 thumbnail sketches creating icons or illustrations for each of the 6 Formal Elements of Design (Line, Shape, Value, Color, Texture and Format). Write an explanation, your own words explaining each of the Six Formal Elements of Design that accompanies your icon or illustration.

Your Summer Assignment is due the first day of your Fall 2016 school year.

Summer Assignment

Incoming Graphic Design II/CTE
Ms. Webster-Ziegler/Room 407

Personal Logo/Visual Identity

1.Read the attached packet and write an outline gleaning all important facts from the reading.

2. You are to design a logo that will be for your own personal use. It must reflect aspects about you, your family, family business or something special about you. You will brainstorm, sketch and refine your logo using the creative process.

Steps:

1. In your sketchbook, design/create and sketch five good and different logo ideas (with color variations for your personal logo.
2. Choose the best one, the one that signifies you, your business, interest, personality.
3. Do a final drawing, in color or your final personal logo on an 8 ½ x 11 piece of paper. The logo must be centered and be approximately 4 inches in at least one direction. Show a palette of alternate colors alongside your personal logo.

Grading:

- Did you read the article and complete a full outline of the important facts.?
- Turn in ALL thumbnail sketches in your creative process.
- Turn in the best five sketches from the creative process.
- Is your final logo professionally done? Is craftsmanship refined?
- Creativity – Did you take a risk? Is your logo thoughtful?