

**PROJECT 2:
SYMBOLS DESIGN**

Client:

Fanshawe College— School of Design

Assignment:

Develop and design a symbol to represent each of the following Design courses available at Fanshawe’s SOD:

- Fashion Design
- Fashion Merchandising
- Geographic Information Systems (GIS)
- GIS and Urban Planning
- Graphic Design
- Horticultural Technician
- Integrated Land Planning Technologies (BA)
- Interior Decorating
- Interior Design
- Landscape Design

Background for this project:

Symbols play a large role in design communication in our society. They can be used to represent a thing or an idea quickly without the use of language. We see them designed for use in many places such as:

- road signs • directional signage
- packaging labels • computer software icons
- instruction manuals

One of the key things about a well designed symbol is that it is able to communicate quickly, clearly and precisely its message to any viewer despite their culture, or language background.

You are not permitted to use letter forms in any way.

Objectives:

- communicate the message of each program through the use of symbolic and iconic graphics only
- work exclusively in B/W, with effective figure/ground relationships executed
- apply a unified look and feel to the set of symbols as a whole, representative of the School of Design
- hand render the set of symbols in an accurate and professional manner to the specified grid supplied

WEEK ONE - Introduction and review of project in detail
date TBA _____

WEEK TWO - do thumbnails & Research worth 10% each
of final grade
date TBA _____

WEEK THREE - do Roughs worth 10% of final grade
date TBA _____

WEEK FOUR - do semi- comps worth 10% of final grade
date TBA _____

WEEK FIVE - Project due start of class
date TBA _____

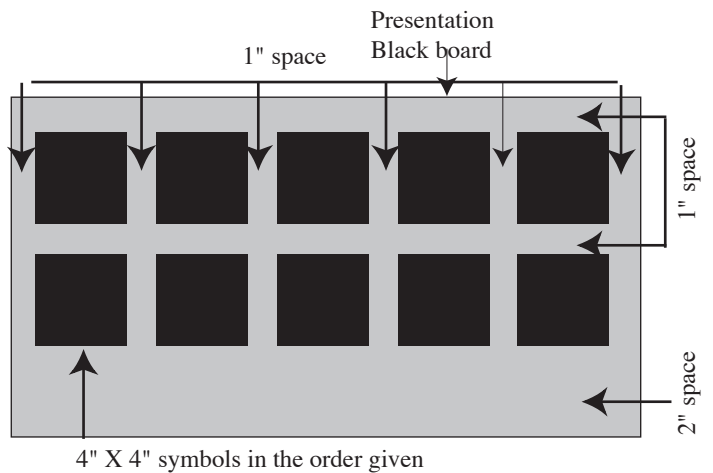
PROCEDURE:

1. Be sure you fully understand the brief.
2. Do research (look at design books for existing symbol designs - find out what goes on in the courses - etc.)
3. Do thumbnails (at least 8 ideas for each)
4. Decide on your best ideas do 3 roughs for each)
5. Do semi-comps (do two for each)
6. Do final comp - black and white only (one for each—see image below for layout)

Note: although these symbols must be able to stand alone they must also relate to each other and should have a “Family” look to the set of them. They must have a unified feel as whole representing the School of Design.

Each final individual symbol should be drawn very accurately at the 4" x 4" size in black and white only. You must do this by hand, the final rendering must be in pen and ink on white smooth drawing board. (like the one used in your Alphabet project in level 1).

Presentation method:



Cover the project with a tissue overlay as specified on my website—see the PDF on the GRAFI038 page. Attached a completed label on the back lower right hand corner.

Please include all your creative process & research in an plastic envelope, attach a completed label on the lower right hand corner of the FLAP side.