

### PROJECT 1: COMPANY RESEARCH AND LOGO REDESIGN

For Exercises 1-3 you will go through the process of researching your company and re-designing their logo. If any necessary revisions were suggested to either completing your research, edit your text file or improve upon the design of your logo, then do so before preparing for presentation and turning in your files.

#### PRESENTATION:

Mount the following versions of your logo in a professional presentation on black matte board for critique. Both black and white version, the PMS version and the CMYK version. On the backside of the board mount a printed copy of the old logo as it was before your redesign.

Optional: if time allows you could present your logo in a suitable application, such as a business card, letterhead and or envelope, t-shirt/hat, or other clothing item.

#### CRITIQUE:

Utilizing your company research text file be prepared to support your logo redesign. Turn in this printed information with your mounted logos, in an envelope.

#### FOLDER AND FILES FOR DROP:

Name folder: LastName, FirstInitial P1

Files: xlogo.eps, xlogopms.eps, xlogocmyk.eps, and your company research text file.  
(x=companyname)

#### GRADING CONSIDERATIONS:

Company Research	Appropriate and complete information	15
Application of creative process	Appropriate creative research and application of the creative process	15
Design solution	Creative and appropriate design solution for company including iconic graphics, typography and color	35
Drawing of logo	Execution of drawing and use of software	20
Critique	Appropriate support and verbal explanation of concept and methods	5
Presentation	Professional presentation. Extra points maybe added for Optional presentation material.	5
Files	Correctly formatted, named and dropped	5
Late deduction	10 points deduction if accepted	