

VISUAL COMMUNICATIONS

PROJECT 1

**PROJECT TITLE** App Icons

**PROJECT DESCRIPTION** For this project you will be designing a thematic collection (*a collection of symbols that produce and overall theme*) of four icons/symbols based on sections to an app of your creation. You will also be designing the icon for the app itself.

**PROJECT GOALS** You will need to begin this project by coming up with 3 different ideas for apps. It can be as simple as an app that tracks your water consumption or as complex as your own social media platform. Just note that your app will need to have 4 sections within it and you will need to figure out as well what those sections are before moving on.

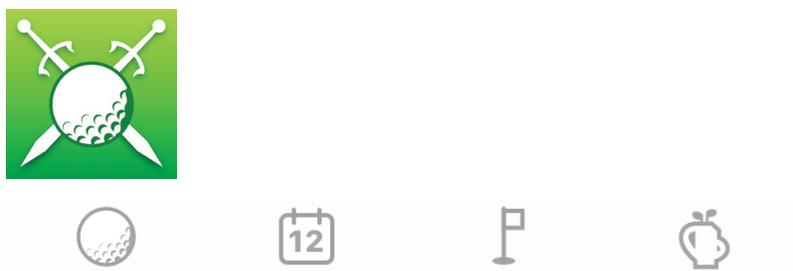
**SUPPLIES NEEDED**

- Pencil
- Blank paper
- Black Sharpie pens in various widths/sizes
- Camera or scanner
- Solid black presentation board
- Steele ruler
- X-acto knife
- Self-healing cutting board
- Double stick tape
- Tracing paper

A couple examples of this sectional app layout include facebook:



and an app of my development called GolfQuest:



Now is the time for a fair amount of research. There are many avenues to research your project based on your concepts, along with general research about symbols, icons, pictographs, logos, etc. Keep in mind that icon design should always be simple and easy to recognize. I would also encourage you to do research into other apps that perhaps do something like the one you have dreamed up. This research can be done through the Apple app store, Google play store, or even Pinterest.

Once you have completed your research stage you will need to develop a detailed word web that explores your concept. Work with a noun or nouns. *A noun is a word that is the name of something (such as a person, animal, place, thing, quality, idea, or action).*

**SKETCHES** After you have completed your word web you will need to create four thumbnails for your app icon and for each of the four sections in your app, for a total of 20 thumbnails. These should be done by hand as pencil sketches.

Develop hand-drawn comps of your different icons. Make sure you use a similar style so the project is cohesive. Create your icons so the longest or widest area does not exceed 3" x 3". These will be placed within 3.5-inch square area. This allows white space to frame the design. The icons should be scaled the same for consistency, and should be black and white for your section icons and can be color for your app icon.

**INITIAL COMPS** After the comps critique, continue to finesse the four icons based on the feedback received. Students should scan in hand-drawn comps and use Illustrator to create the digital version of the icons. Remember to design in one document with five art boards. This digital comp should be printed and ready to be presented next class for critique.

**DIGITAL COMPS** After the initial comp class critique continue to finesse the five icons based on the feedback received. Students should be using Illustrator. Digital comps should be printed and ready to present for the next class for critique.

**FINAL** Print each 3.5-inch icon (*on nice paper, but not photo paper*), trim to size (*use crop marks*), and mount to a 20" x 5" black mat board (*see example below*).

Be sure to add a name tag on the back of the board in the lower right corner. The name tag should include your name, title of course, semester, and year.

Final mounted icons should be ready to present to the class for a critique. The finals need also be saved in PDF format and uploaded to the assignment link on the class' Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART135-Project1.pdf*

