

## GRAPHIC DESIGN

# PROJECT 1

*Project Title* National Air and Space Museum Logo and Identity Design

**PROJECT DESCRIPTION** For this first project you will be doing a rebranding of the National Air and Space Museum. You will be creating a new logo for the museum and then using your final logo to create an identity system (business card, envelope and letterhead).

### WHAT IS THE NATIONAL AIR AND SPACE MUSEUM

*"The National Air and Space Museum of the Smithsonian Institution, also called the NASM, is a museum in Washington, D.C.. It holds the largest collection of historic aircraft and spacecraft in the world. It was established in 1946 as the National Air Museum and opened its main building near L'Enfant Plaza in 1976. In 2014, the museum saw approximately 6.7 million visitors, making it the fifth most visited museum in the world.*

*The National Air and Space Museum is a center for research into the history and science of aviation and spaceflight, as well as planetary science and terrestrial geology and geophysics. Almost all space and aircraft on display are originals or backups to the originals. It operates an annex, the Steven F. Udvar-Hazy Center, at Dulles International Airport, which opened in 2003 and itself encompasses 760,000 square feet (71,000 m<sup>2</sup>)."* - [wikipedia.org/wiki/National\\_Air\\_and\\_Space\\_Museum](http://wikipedia.org/wiki/National_Air_and_Space_Museum)

### A WORD ABOUT LOGOS

*"Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms - on labels or mastheads, TV screens or letterheads, books or building signs. All marks must be unique, appropriate and relevant. So they have to be designed. To be anonymous in a competitive world is to be dead."* (Pentgram.com).

I think the best advice about creating logos is found in the second sentence above. "All marks must be unique, appropriate and relevant." Those 3 keys are what make a logo for something perfect. A logo is a graphic representation that identifies a company, product, brand, service, iPhone app, band...you name it. But in order to be successful it has to be a perfect blend of unique while still being appropriate not only for what it is for (i.e. company, product, brand...) but also appropriate for the audience it is trying to reach and relevant to itself and its audience.

Remember as visual communicators our goal is to be able to let people know in an instance (or maybe longer depending on what we are trying to say) not only what something is but also how they should feel about it.

A key example of being unique. Starbucks is the number one chain of coffee shops in the United States. Yet if you asked most people to design a coffee shop logo you would get something with a coffee cup or even a coffee bean. That is why Starbucks is a successful logo. It DOESN'T do that. The emblem is that of a mermaid because they are from Seattle and felt the mythical creature that was known for its passion and beauty was something they wanted to say about their coffee. That it is a good thing and you should just wish to see a cup of it and be passionate for it. Sounds a bit far fetched doesn't it? But um who is the number one chain of coffee shops in the US?

Logos are about being expressive. They are about communicating a visual message in terms of feeling through their choice of style, shape, color, simplicity (or complexity). It is all about what the brand wants to say it is.

There are 4 major types of logos:

**WORDMARK:** a logo consisting of just text/letters, also referred to as a logotype.

**LETTERMARK:** a symbol consisting of the initials of the name.

**SYMBOL MARK:** a logo that uses an image/symbol, which can be abstract or representational.

**COMBINATION MARK:** a logo that combines words/text and image/symbols.

**PROJECT GOALS** You will need begin with roughs of a minimum of 5 ideas for your logo, they can be any of the 4 major types of logos (above). Working by pencil/pen on paper in black and white only.

You will select a 2 to 3 different color schemes, using a minimum of 2 Pantone spot colors each.

You will create a solidified mark from your colors and illustrated idea to use in the development of a identity design (or stationary suite); this includes a letterhead, business card, and #10 envelope.

Final output will be printed and mounted nicely to two 20" x 15" black presentation board, the first board will present the logo design in color and black/white at small and large sizes, the second board will present the identity system designed. Below is an example of how this can be done, however if any of your pieces are two-sided you will need to give an example of both sides (see page 3 for layout of your boards).

You will also need to create a digital process book for your project consisting of all the studies you have done as well as sketches and various executions. The process book should include: Research, Thumbnails, Sketches, Color Schemes, Type Treatments, and Final Outcomes.

The finals need also be saved in PDF format and uploaded to the class' Blackboard group For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project1.pdf*

FINAL PRESENTATIONS

