

## GRAPHIC DESIGN PROJECT 1

*Project Title* Museum Logo and Identity Design

### PROJECT DESCRIPTION

The purpose of modern museums is to conserve, interpret, and display items of a collection of artifacts and other objects of artistic, cultural, historical, or scientific significance for the education of the public. According to the International Council of Museums, there are more than 55,000 museums in 202 countries.

Museums can vary based on size, from large institutions covering many of the categories below, to very small institutions focusing on a specific subjects, such as a specific location, a notable person, or a given period of time. Museums can also be categorized into major groups by the type of collections they display, to include: agriculture, architecture, archaeology, art, biographical, children's museums, community, design, ethnology, historic house museums, history, maritime, medical, memorial, military and war museums, natural history, science, transportation, zoological parks and botanical gardens. Within these categories, many museums specialize further, such as museums of modern art, folk art, local history, crime, spy, aviation, or subcultural subjects.

For this project you can pick any subject you wish to create your own museum for. Your museum will need to have a physical location and the location should also tie into the subject of the museum. For example the National Baseball Hall of Fame is located in Cooperstown, N.Y. because:

*Major General Abner Doubleday - a decorated Union Army officer who fired the first shot in defense of Fort Sumter at the start of the Civil War and later served at the Battle of Gettysburg - invented baseball in 1839 in Cooperstown.*

So this project will be divided into 2 parts the first of which is the logo design for a museum of your design. The second part will be the development of an identity system for your museum.

You are to come up with a unique, appropriate and relevant name (*that cannot already exist as a museum*) and create a logo for it.

**BUSINESS PLAN:** Before you begin working on your identity you will need to write up a business plan in the form of a the 1000 word report. Your plan must consist of information about your museum including the type of collection it holds, the audience demographic you wish to serve (*this can include but isn't limited to gender, age range, salary range, etc*), you will need to also include the geographic area you are looking to have your museum's location. I would also include a short list of museums from around the world that also work in the same kind of subject matter.

### 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 advise 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 it's 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 it's 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.

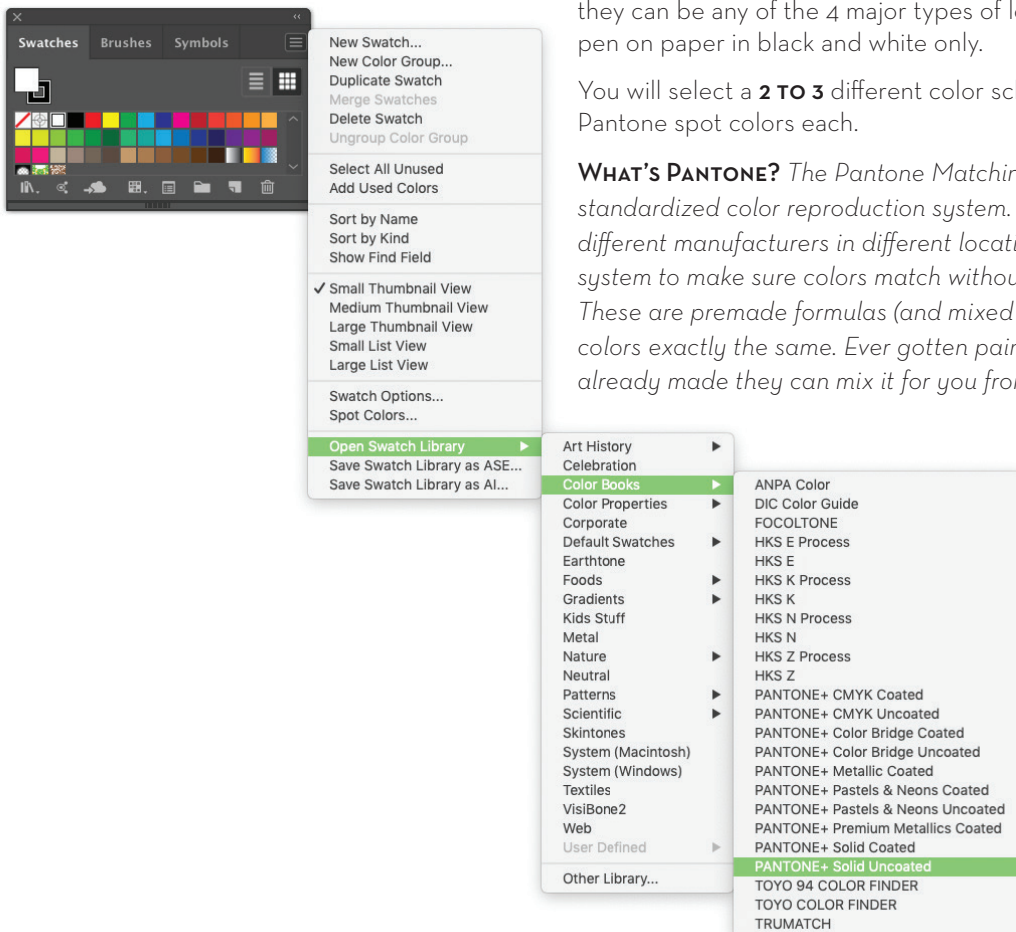
You will need begin with roughs of a minimum of 5 ideas for your logo, they can be any of the 4 major types of logos (above). Working by pencil/pen on paper in black and white only.

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

**WHAT'S PANTONE?** *The Pantone Matching System (PMS) is largely a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another. These are premade formulas (and mixed inks) that printers use to keep the colors exactly the same. Ever gotten paint at the hardware store? If it isn't already made they can mix it for you from a recipe book that they have.*

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

<-This is where you find the Pantone colors in Illustrator.



**FINAL PRESENTATIONS**

Final output will be printed and mounted nicely to **TWO** 20" x 15" black presentation boards (these are **NOT** matte boards like what you find at Michaels, matte boards are too thin and warp. These are Letramax black illustration board which can be purchased at an art supply store such as Plaza).

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. Your digital process book will not be due until the end of the semester as this is only one part of your course long project.

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-ART217-Project1.pdf

