Graphic Symbolism

Project 2

Project Title	Superhero Logo
Schedule	10/22 Review Superhero Logo Project
	10/24 Superhero Logo 10 Sketches Due
	10/29 Superhero Logo Progress Review
	10/31 Superhero Logo Progress Review
	11/5 Superhero Logo Progress Review
	11/7 Superhero Logo Progress Review
	11/12 Superhero Logo Project Due

Project Description

"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 it's audience.

Project Goals

For this project you will be creating a superhero logo for yourself. Think of a particular skill or talent you have that can be exaggerated to super human potential. With this skill or talent in mind you will create a symbol/logo for yourself that expresses that idea in a visual message in terms of feeling through the choice of style, shape, color, simplicity (or complexity).

Initial sketches must be done by hand either pen or pencil on paper. You will need to do 10 different sketches, try your best to make them for different possible superpowers.

Final output will be printed in color with a smaller and larger versions mounted on board. You will also need to create a t-shirt version of your project, for this you can use inkjet iron-ons for dark shirts which can be found at Target, Walmart, Staples or just about anywhere that sells Avery products.

The finals need to be saved in PDF format and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – GD240 – ProjectNumber >
FLastname-GD240-Project2.pdf