Graphic Symbolism
Project 4 (part 1)

Project Title   Hotel Resort Branding, Logo Design

Schedule   2/22 Review Hotel Resort Branding, Logo Design
2/24 Concepts and Mood Boards Due
3/1 Logo Design Sketches Due, Discuss Ch. 5 of *This Means This*,...
3/3 Review Logo Design Work in Progress
3/8 Logo Design Due

Project Description   Media and entertainment are the second largest export of the United States (the first being weapons). Disneyland, Disney World, Sea World, Universal Studios, The Mirage, The Luxor... I could literally go on and on. We love to get away from it all and there is an industry that helps us do it. From New York to Las Vegas to Orange County to Orlando to Atlantic City to Reno to Branson, Missouri, well you get the idea.

So this final project will be divided into 3 parts the first of which is the logo design for a Resort/Hotel/Casino/Whatever of your design. Some of the best Hotels and Resorts in the world work on themes, Hell! Universal is opening a Harry Potter Resort in Orlando this year! **The Wizarding World of Harry Potter** (http://www.universalorlando.com/harrypotter).

You are free to make your resort get away fun park hotel whatever anything you want. You are to come up with a unique, appropriate and relevant name and create a logo for it. Go crazy with this one, think you have to compete against Steve Wynn, Donald Trump, Universal Studios, Freaking DISNEY! Think of a good theme and it will probably be easier on you if it is something you would be interested in going to. Futuristic? Steampunk? Mythical Mountain of the Gods? Just make it fun!

Project Goals   In this first part we will be creating a logo but before we go into doing sketches and such I want you to do a word list and a mood board for your brand. What is a mood board? Well it is a collection of images kind of like a collage. I personally do these for large projects like this by imagining I am the client or someone that would visit this resort. I then go through magazines and cut out images, colors, type, anything that I feel would be reflected in the brand itself. Keep your mood boards around when you are working on your sketches and look for ways to reflect the feeling (aka mood) in your design.

As per sketches I still want them done by hand on paper with either pen or pencil. Try to go large again this time. 1 sketch per 11" x 8.5" piece of paper. I want to see a minimum of 5 well thought out sketches. We should be able to see some of these thoughts and feelings (from your word lists and mood boards) come through in your sketches even if just minutely.

Final output will be on 17" x 11" color print outs mounted nicely to black letramax with a 2" boarder on every side. The logos will be arranged with a Black and White version big on top and small on the bottom on the left-hand side and a Color version big on top and small on the bottom on the right-hand side. You will also need to cover your project with a sheet of tissue/tracing paper taped at the top on back and then folded over. Also just as in the previous projects you will need to submit a PDF of your project either by email (please send it to my Gmail account) or on CD the day the project is due. Remember to name your PDF with "FLastname-W2010-Project4.pdf" Thanks!

21 inches width

17 inches width

15 inches height

11 inches height