

Art 116 Intro to Digital Media - Fall 2014
UNIT 1 - Vector

Due: Monday 9/8
.png file to share on the projector
Along with a brief verbal artist statement.

This exercise will help you explore Type as an art form.

Task:

You will be creating your own artist logo. Something that represents you as a person, an artist, a photographer, a producer, a promoter, or whatever other persona you would like to convey to a visual audience.

You can create a more traditional logo or a non-traditional logo image to match your field and personality.

Learning to play with text will help you push yourself to think how to creatively use text in your art, also if you peruse any graphic design endeavors.

Think about colors, fonts, shape of the logo, addition shapes within the logo.

Sketches on paper will most likely be extremely helpful to plot out ideas.

Remember to do your internet research and look at logos on the internet from other artists, from other campaigns and the commercial world.

Inquiry:

What side of yourself are you conveying? Playful side, a serious tone, or neutrality?
How are you branding yourself?

Are your colors readable? Would they be shareable on many formats such as printed business cards or letterheads?

Scoring:

This project is worth 40 points. Late projects are only worth 30 points.