

# Year 11: Graphic Design [Identity]

## Page breakdown

### Checklist

Finished? Tick it off!	Page Number	Page name	Page Requirements (Information)	Conditions
	#	Title Page	<ul style="list-style-type: none"> <li>• Subject Name: Senior Graphics</li> <li>• Student Name:</li> <li>• Teacher Name: Mr Cameron</li> <li>• Task Name: Graphic Design [Identity]</li> </ul>	
	#	Contents Page		
	1	Title Page	'Exploring the Design Problem'	
	2	Logo Exploration	<ul style="list-style-type: none"> <li>• What is a logo?</li> <li>• What are the four types of logos? (Wordmark, Lettermark, Brandmark, Combination)</li> <li>• Include lots of imagery to support your work – Good and bad examples</li> </ul>	Reference all materials and imagery
	3	Identity Package Exploration	<ul style="list-style-type: none"> <li>• What is an identity package?</li> <li>• What is included in an identity package?</li> <li>• Include lots of imagery to support your work</li> </ul>	Reference all materials and imagery
	4	Client and target market exploration	<ul style="list-style-type: none"> <li>• Customer survey</li> <li>• Customer profile (Who is your client? Use their media to form a 'picture' of who they are. Example: <a href="http://about.nike.com/">http://about.nike.com/</a>)</li> </ul>	Reference all materials and imagery
	5	Analysis of existing company logo design	Analyse the existing company logo from the perspective of the design factors: <ul style="list-style-type: none"> <li>• User centred design</li> <li>• Elements and principles of design</li> <li>• Design Technology</li> </ul>	
	6	Analysis of competitor company logo design	Analyse the competitors company logo from the perspective of the design factors: <ul style="list-style-type: none"> <li>• User centred design</li> <li>• Elements and principles of design</li> <li>• Design Technology</li> </ul>	
	7	Analysis of competitor company logo design	Analyse the competitors company logo from the perspective of the design factors: <ul style="list-style-type: none"> <li>• User centred design</li> <li>• Elements and principles of design</li> <li>• Design Technology</li> </ul>	
	8	Timeline	Use the page names on this sheet to produce your timeline	
	9	Design Brief and Design Criteria	Design Brief (400 words) and Design Criteria	
	10	Title Page	'Developing Design Solutions'	

	11	Mind Map	Mind map of your ideas. Quickly list your ideas and influences on the page. Use colour to explore good and bad ideas	
	12	Rough Design Ideation	Rough Sketches of logo ideas – Draw any ideas you have	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> </ul>
Finished? Tick it off!	Page Number	Page name	Page Requirements (Information)	<ul style="list-style-type: none"> <li>• Conditions</li> </ul>
	13	Rough Design Ideation	Rough Sketches of logo ideas – Draw any ideas you have	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> </ul>
	14	Concept 1	Draw a high quality logo informed by your ideation	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> <li>• Eval Matrix</li> </ul>
	15	Concept 2	Draw a high quality logo informed by your ideation	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> <li>• Eval Matrix</li> </ul>
	16	Concept 3	Draw a high quality logo informed by your ideation	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> <li>• Eval Matrix</li> </ul>
	17	Concept 4	Draw a high quality logo informed by your ideation	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> <li>• Eval Matrix</li> </ul>
	18	Developed Concept: Final	Make any final changes to your best logo	<ul style="list-style-type: none"> <li>• Rendered and annotated</li> <li>• Eval Matrix</li> </ul>
	19	Title Page	'Producing Graphical Products	
	20	Client Presentation 1	Full page digital logo for presentation to client	Largest resolution possible
	21	Client Presentation 2	Full page example of media for company (USB with logo for example)	Largest resolution possible
	22	Client Presentation 3	Full page example of media for company (USB with logo for example)	Largest resolution possible
	23	Client Presentation 4	Full page example of media for company (USB with logo for example)	Largest resolution possible
	24	Evaluation of Project	300 Word evaluation of the finished product, answering the design criteria and providing 'discerning recommendations and valid justification of decisions	