

# PROJECT 2

Problem: There's a new restaurant in town specializing in Mordovian food that would like help coming up with a catchy name and logo.

Client info:

small, intimate restaurant (20 tables)  
 authentic Mordovian decor  
 casual, cheerful atmosphere  
 lunch and dinner menus  
 price range is affordable, not expensive  
 clientele: college students, families, singles

## PART 1: BRAINSTORMING (DONE IN GROUPS IN CLASS) - 15 PTS

1. Research: Research will be needed to provide background info on what Mordovian food is like and how it might be represented in a name or visual form.
2. Brainstorm use either a word association or wordmap technique to arrive at a name and possible imagery for a logo idea (due next week). Use of a thesaurus or dictionary is permitted and encouraged.
3. Submit your creative work as a two page Word document: The first page will contain a paragraph stating your group's final choice for the restaurant name and reasoning behind the decision supported by your research. Research must be included in this statement to receive credit. The second page will contain your creative thought process either as a word list or word map as described in the lecture notes, your brainstorming concepts for the restaurant name and imagery ideas in word form, not visuals. Your list should contain at least 50 words. I do need to approve the name so make sure I have approved your name before you leave.

## PART 2: THUMBNAILS - 15 PTS

1. Creative brief: A creative brief is written to map out your plans for the project. It should include a restatement of your reasoning behind the restaurant's name that your group came up with. It will also include reasoning and a defense behind the visual solutions you're presenting for the logo.
2. Mood board - use Pinterest or similar type software to put together a mood board with images that will inspire your design. They could be related to Uganda, elements of the food, colors and patterns, typography, or anything else that will inspire your later design. The images chosen should represent a clear direction for your work.
3. Thumbnails – execution of your concept in visual form. Present at least ten different ideas for a logo. The logo ideas should be sketched out. Make each one very different. I don't want to see ten versions of the same logo idea. Use your word map from Part 1 as a reference. What images would be appropriate? What font is appropriate? Be deliberate with your choices and be prepared to defend them. Thumbnails are meant to be rough. It should be clear what you are trying to convey, but does not need to be exact.
4. Show me your logo sketches and we will decide which one you should perfect.

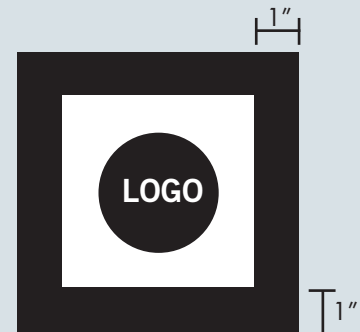
## PART 3: FINAL LOGO DESIGN - 70 PTS

1. Take your chosen sketch and recreate it. It does not need to be done on the computer. However, you should use a ruler and other drawing tools to make your logo if drawing by hand. It needs to be neat and clean. It can be black and white or it can be color—whatever you deem appropriate.
2. The final logo should be a piece of paper 4" x 4". The logo does not need to fill every inch of the space. Use your best judgment for sizing within the space.
3. Mount your logo on a piece of black foam core 6" x 6". It should have a one inch border around it. Neatness counts. Make sure to mount it securely. You will present your design to the class.

## SUBMISSION GUIDELINES

Project will be presented in mounted form. You can mount on either black foam core or black poster board (please do not color the board black. You should mount it with a 1" margin all around. Be sure to cut your foam core with an Exacto or utility knife. Mount the project using glue or the Xyron machine (makes it like a sticker) in VADC 103. Be sure to put a label on the back with all info as specified in the syllabus.

If you need assistance, please see me or the lab assistant.



## DUE DATES

Part 1 will be completed in class in groups. **It should be completed and submitted to me by the end of class on February 23.** If you miss class, please contact me to discuss how you will make this up.

**Part 2 should be submitted to me the end of class on March 16.** I will review and discuss with you one-on-one.

**Part 3 should be submitted in class on March 23.** We will critique the projects in class.

## QUESTIONS

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## Office Hours:

Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.