

PROJECT 2: BADGES

In the world of social media, blogs, networks, tweets, chirps and posts, graphic icons and badges are everywhere. According to dictionary.com, badges are a special or distinctive mark, token, or device worn as a sign of allegiance, membership, authority, achievement, etc. Badges have been successfully used to set goals, motivate behaviors, represent achievements and communicate success in many contexts. Where do you see badges or other achievements similar to badges in your everyday life?

For this project, you will create a series of at least 4 icons or badges that focus on a central theme of your choosing— animals, robots, spaceships, buildings, food, social media, etc. We will create them using Illustrator and creating them with basic vector shapes as an exercise in restraint and simplification. Like the last project, you will want to utilize similar design elements and a standard color palette to produce unity across the badges. The badge does need to include text describing what the badge is for. It should only be a couple of words at most. As you refine your badges, keep consistency, unity, and your theme in mind. Be sure to review your badges as a group. Check them often and look at how they are stacking up next to each other.



INSTRUCTIONS

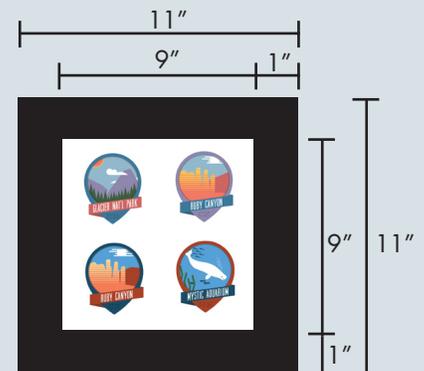
1. Brainstorm about possible themes for your badges. What would you want to get badges for? I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.
2. Once you have decided on theme, begin to create sketches of your badges. I recommend that you sketch more than four ideas for your series of badges. Ideally, you will create sketches for at least eight ideas for your series. Determine a color palette of three to eight colors to use for your badges. Also determine a font to use.
3. Review your sketches with me. Decide on which ones you would like to pursue in digital format. You will need to produce four different badges for one theme.
4. Scan your sketches to use as reference when creating your digital files.
5. Create a new file in Adobe Illustrator. The file should have four artboards each sized 3" x 3". The artboards should be spaced 1" apart and be stacked in two rows. Your badges don't have to be a square or circle, but should fit within that space. Be sure to set up your color palette in Illustrator to make it easier for you to work. Create your badges in Illustrator, one per artboard. Be sure to focus on using simplified forms.
6. Once you have completed all your badges, you will create a fifth artboard around the four other artboards. It should be 9" x 9". That is the art board that you will print.
7. When completed, print out the fifth artboard with crop marks. Cut the page to size. Mount your project on black foam core that is cut to 11" x 11". The project should have a 1" border around it.
8. Place a label on the back as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. You will end up with 4 badges for the project. Each badge will be 3" x 3". The four solutions should be printed on one 9" x 9" piece of paper. That page should be mounted to a 11" x 11" piece of black foam core. You should mount each solution with a 1" margin all around. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 2. The file should be called:

lastname_art133_project2.ai



DUE DATES

Project should be submitted at the start of class on February 4. We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

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Office Hours:

Monday: 5:00 - 6:30 pm
Tuesday: 6:00 - 6:30 pm
Thursday: 6:00 - 6:30 pm