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Website: [www.issyartdesign.weebly.com](http://www.issyartdesign.weebly.com), IG: [issyartanddesign](#) (see IG for project tips, reminders, class updates, etc.)

*All classwork and materials are now on Microsoft Teams; Join code: i1617qc*

## June 1-10

Monday *Office hours: 2-3pm via email	Tuesday	Wednesday *Office hours: 10-11am via email	Thursday	Friday
<b>1<sup>st</sup> Objective:</b> Participate in teamwork and give critical feedback to others' creative designs	<b>2<sup>nd</sup></b> Participate in teamwork and give critical feedback to others' creative designs	<b>3<sup>rd</sup></b> Respond to critiques by revising and executing creative design	<b>4<sup>th</sup></b> Respond to critiques by revising and executing creative design	<b>5<sup>th</sup></b> Respond to critiques by revising and executing creative design
<b>Agenda:</b> DUE: 8:00 am. 4 hand drawn logo sketches.  Meeting(everyone): 10 am  DUE by midnight: logo critiques	The creative director chooses logos for each person	Start creating your final logo on the computer inside of Adobe Illustrator or a comparable software.	Continue creating your final logo on the computer inside of Adobe Illustrator or a comparable software.	Continue creating your final logo on the computer inside of Adobe Illustrator or a comparable software. Begin Branding set layout design. You may want to work on this over the weekend as well.
<b>8<sup>th</sup> Objective:</b> Create	<b>9<sup>th</sup></b> Create and respond	<b>10<sup>th</sup></b> Finish creative design	<b>11<sup>th</sup></b>	<b>12<sup>th</sup></b>
<b>Agenda:</b> Finish rough draft of branding set and post a screenshot to the Note	Critique teammates' branding sets. Continue work on the final draft.	DUE: Branding Set Project - by midnight	Break day! (Or catch up on missing work)	Break day! (Or catch up on missing work)

### Monday, June 1st

Review the assignment pdf if needed, especially pages 12-14 that apply to this week's work.

Assignment pdf:

## [Branding Project Instruction PDF](#)

Answer the group critique questions inside of the note for EACH person's set of 4 logo sketches. The creative director did not make logo sketches but they should answer the critique questions. (After viewing all the critiques the CD chooses 1 logo for each person on Tuesday). Make sure you continue to add your collaboration inside your team's Note tab. That is 40% of your grade! So make sure you insert your images and make all the required comments and answers to questions.

**Meeting T 10 am:** Everyone is required to attend or watch it later in the day. The meeting shouldn't last long. Hopefully 10 minutes or less. After observing your team work I see the need to clarify the assignment and answer any questions you all may have.

### **Tuesday**

The creative director looks at everyone's 4 logo sketches and chooses one from each set of four that the designer will use to turn into a finalized logo on the computer. He or she can also choose from among everyone's sketches to develop into a finalized logo themselves, or they can design a new one if they prefer.

So to clarify, in the end each person will have a different logo. They will finalize one of their own sketches. From this point on everyone is working on an independent design but your group work will be feedback and critiques from one another. Each person, Creative Director included, finalizes their own logo for the same business and completes a Branding Set layout design. Look to pages 5 and 6 for directions and examples of the branding set.

### **Wednesday-Friday**

Convert your sketched logo into a design on the computer. Use critiques from your group members to make any improvements to the logo. When you finish, start the rough draft of the branding set page. That page should also be designed in Adobe Illustrator.

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### **Monday, June 8th**

Review page 17--19 of the assignment PDF (above)

Complete a rough draft of the branding set page. It's ok if you're not quite done, but you want to be mostly finished so your teammates can give you quality feedback. Remember the principles such as alignment, balance, proximity, etc. in your layout design. **Due by midnight:** Post a screenshot of the rough draft inside your team's note. Remember to always sign your name to pictures and comments! Otherwise I don't know to give you credit.

### **Tuesday- Wednesday, June 9th and 10th**

Answer critique questions on your teammates' branding set inside of the team Note. Make sure you sign your name to your comments. Finalize the Branding Set layout and submit it **by midnight on Wednesday**. Make sure you double check the directions in the assignment pdf to make sure you have all the required elements.

