Graphic Design for Digital Media
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Project: 30 Pictogram Sketches (DUE 9/29/08)

Overview:

Drawn symbols known as pictograms or pictographs are the earliest known form of writing. Each pictogram was traditionally used to represent an idea, word and sometimes a phrase. Even with modern forms of language and communications, the pictogram is still relevant and used in everything from his & hers bathroom signs, computer icons, to mass marketed logo designs.

In this assignment, you will first clearly define a single concept for your own logo and then hand-draw at least 30 pictograms; each a variation/evolution on your intended meaning. You will then present your concept and the pictogram sketches to the class for discussion.

Concept Definition:

Before writing a single word, please first read the provided article: *Logos=God* by Mark Fox
Now write a one-page definition of your logo identity. Use one the following two options:

1. If you are designing a logo for yourself (or your freelance business), this may be centered around personality traits that that are inherent to you and that you wish to express. (i.e. energetic, friendly, a perfectionist, etc.) Start with a large list and whittle it down to the most essential. This will be your starting point before sketching.

2. If the final logo is for a business, project or entity that has a life of its own, then discuss the desired projected image, area of business and/or other descriptive elements that make it unique. (i.e. plumber, personalized customer service, etc.)As with the first option, start with a large list and whittle it down to the most essential. This will be your starting point before sketching.

Execution:

Now use the provided thumbnail handout to sketch a minimum of 30 pictograms by hand. Because there are 12 thumbnail spaces per page, you will need to print at least 3 sheets to complete 30. Be sure to completely fill out the header and label the sheets sequentially in the order they were created.

Be careful with each sketch, make them look relatively neat and clear. Please only use a pencil or black ink. **Do not use color, type, or sketch in Illustrator or any other software**. It is important to do this manually for now. If you would like to use a heavier paper, you can draw your own thumbnail template but be sure that each square measures exactly 2" x 2" and that you also leave a space for your name and other info. Be prepared to present your thumbnails and concept next week.

Aesthetic Considerations:

Remember that elements from these pictograms may (probably) evolve into your working logo. Since you know that you're working toward that goal, here are some things to keep in mind while you work:

• Don't use an existing logo as a starting point unless you are making commentary about the original.
• Try to let your concept lead the way into a visual form. The best logos are born from this idea.
• Keep your forms "open" enough so that the meaning can change over time.
• Find a way to reduce and simplify if possible. Avoid unnecessarily complicated elements.
• Logos will eventually need to be printed at a minimum of 1"x1" and be viewable on monitors too.
• Logos will sometimes only be reproduced in solid black ink. Consider the silhouette.
• Logos will sometimes also need to be reversed out of a solid color.
• Make distinctive pictograms but use the various thumbnails as opportunities to evolve an idea.

"To design is to designate, to consciously specify form and meaning.
To do otherwise is enjoyable but it is not design." - Mark Fox