Art Portfolio Two
Pre-Project Outline

Please indicate your brief

Project Brief
The name of a project is Cromwell. The story of a city damaged by a big fire. Our task as a architects, graphic designer, craft designers is to create a new city with new branding, shops, accommodations etc. My part as a graphic designer consists of creating a logo, which might include a bird, whale, flower and a tree; slogan; series of 4 posters to advertise a town for tourists on a information board; mock-up of the welcome sign for the town; tourist guide front cover; advertisement for Cultural centre exhibition of Photography (work in collaboration with photography); create a 3D sculpture that incorporates logo for the Town Hall Square. My final portfolio includes concept and presentation of the work listed above.

Are you working collaboratively with another student? If so, which student?

I am working with craft designer Aleksandra Wyszenko, photographer - Peter

logo to be used on the Primary School and Hospital - see Edzhe and Sandra

Please remember that your work, submission and assessment are individual and although you may work collaboratively, your assessment is individual. Therefore it is vitally important that all team members understand that all outcomes will be assessed based on the final outcome placed on individual websites and individual blogs.

Please outline your initial ideas and intended outcomes for the project brief you have and explain how you will fulfil the brief's requirements. Make sure you cover each aspect of the brief.

The initial idea for the logotype includes colours, typography and a mark. I will possibly use colours from American Robin, typography which relates to the style of the whole sign(logo). A logotype with be complex, which means consist of a text and a brand mark. Brand mark will be in a city logo style, using arch, metaphor and symbolic. So, then it will look as a heraldic and powerful.
The next part of my work is a slogan. I want to make it related to the tragedy, so than everyone will know what happened, and people can dedicate it.

Series of 4 posters to advertise a town for tourists on a information board – which will include logotype, brand identity, style and typography. I will be looking at references and will make unique city advertisement. Mock-up of the welcome sign for the town: I am planning to find a mock-up of a city sign or welcome sign and put my logo on it. Tourists guide front cover – will also be in a brand identity, including logo and copyrights. Advertisement for Cultural centre exhibition of Photography (work in collaboration with photography) requires adapting identity a little bit for advertisement materials. I will be working with Peter. Create a 3D clulpture that incorporates logo for the Town Hall Square might be as a gypsum sculpture or plastic.
And I will present my concept in the end.

State your project plan and timescale
Please complete this with good detail. You will need to make your own project plan with more detail and ensure you include this in your blog (as accessible link)

Week	**Tasks**	**If work collaboratively on project please state individual assigned to the task / deadline for completion**
One	Reading Introduction to the module/module handbook and assessment	All / Week Two
One	Consider briefs that you will carry out for your assignment. Start exploring ideas for brief	All / Week Two
Two	Develop Ideas and explore different possibilities for project tutorials	All / Week Three
Two	Work on this outline and project plan in preparation for pre-project tutorials next week **Logo design complete**	All / Week Three
Three	Pre-project tutorials Initial research **Visit 3D Printer workshop for 3D**	Week Four
Four	Further Research One Research Post Completed by the beginning of week five	Week Five
Five	2D development of work At least 3 designs to be developed or completed by the beginning of Week Six	Week Six
Six	3D development of outcomes for final	Week Eight

	portfolio Tutorials throughout the week	
Seven	Visiting a workshop (city sign), working on posters design, looking for mockups	Week Eight
Eight	Visiting a workshop, finishing city sign, putting posters on mockups.	Week Eight
Nine	Finalise Design Boards/Project Website Updates	Week Nine
Ten	Assessment submission deadline **(05/06/24)**	All /

Please state the research you will be carrying out in relation to your project.

P*lease note that research should be individual, however if you are working in a group the research will inform your project.*

Conceptual Research: Paul Rand/Stefan Sagmeister
Technical research: 3D Printing/Laser cutting
Target Market Research: Connecticut demographics

We will be looking further at research in class, however you need to ensure you have considered fully your research methods and the research you are intending to carry out for this project.

Resources

List the resources you will be using for this project and any potential issues or costs that may arise and where you are sourcing this item

Resource	**Where will you source this item?**	**Potential Issues/Costs**
Adobe Illustrator		£24

Adobe Photoshop		
Power Point		
Gypsum		£10(?)
Printing and paper		£5-10
3D printing	3D Print Workshop	
MDF	Wood Workshop	

Please add any further comments and notes that have not been covered in your form here…

I have contacted with Diana, Ayalina and Edzhe as I wanted to use the name of Edzhe's school, and drawing from Diana and Ayalina, but they said it is not ready yet. So I was creating my designs without their work. .

Tutor Feedback from Tutorial

This is for tutor use only

Research: Background into branding a city: https://www.itsnicethat.com/features/branding-a-city-graphic-design-branding-thematic-310523 Paul Rand logo design: https://www.pixartprinting.co.uk/blog/paul-rand/ Stefan Sagmeister - posted Visit 3D printing workshop for the 3D outcome - work in either plastic or wood Demographics: look into the state of Connecticut and the existing population of Cromwell Week 4: finalise the slogan (Reborn, Rising, Rebuilding)

Presentation: gallery on website
Flipbook - including images of your logo mocked up on other students work

Complete your timescale
Post on: Colour Palettes

If all elements have been completed here and discussed and agreed your tutor will sign off on your project.

The student should sign this to state that this is the agreed project and their intentions and major changes to this original agreement must be discussed with the tutor.

Student Signature: Anhelina Serhiienko

Tutor Signature: