



CVCHS Graphic Design Quarter 3

Cole Shannon

Time frame: 3 weeks Due date:

Assignment:

Develop the initial visual branding for a new company

Tools and skills:

- Logo design
- Business Card
- Brochure
- Simplify
- Consistent Branding

Know your Story

15 points

Watch these videos:

[Know Your Story Part 1](#)

[Know Your Story Part 2](#)

In this unit you will create the logo and business card and brochure for a brand new company.

Watch this video about branding [Beyond the Logo](#). Determine the feel and color scheme of your company.

How would you summarize the two parts of the Know your Story videos?

You must know what you want to do before you begin, that is the most important part and not to use acronyms

What is the name and mission/vision of your company?

Cole's Closet, it is a thrift store

After watching the Beyond the Logo video, what are your design goals for the overall "feel" and colors of the company?

I want the background to be white so the text is the main focal point of my logo

Logo Design

20 points

Spend some time with the [Logolounge website](#)

Watch [this video about keeping logos simple](#)

Watch this video about [creating logos](#)

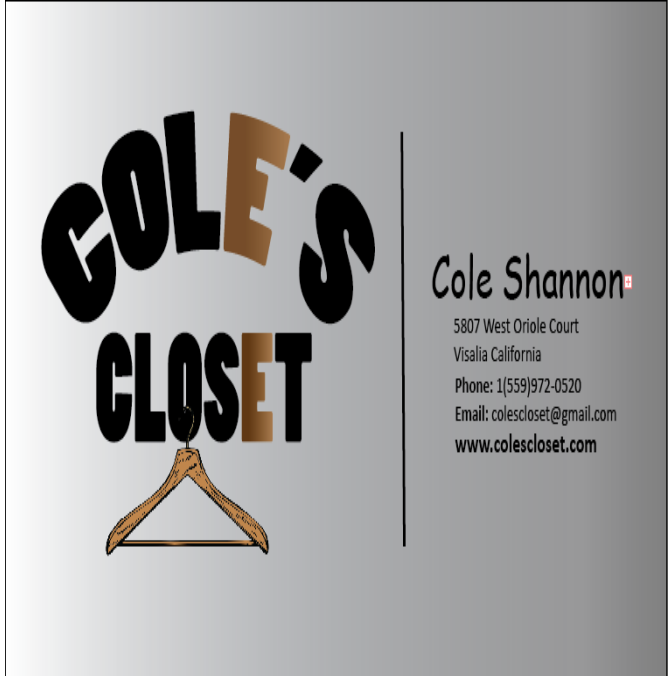
Watch this video about [effective logos](#)

List five (or more) logos from Logolounge that really impressed you.

Urban Press, Ono Yum, Military Veterans, Ink Soy, and Dog Nation

In these videos, most logos begin as sketches on paper. Did you use a pencil and paper to get started?

Watch this video about logo versions/choices Begin with a 6 x 6 inch artboard and create a vector logo. Save your work as an illustrator document. When you are finished, go to File>Export and save your logo as a .png.	Yes, I did numerous sketches until I found one that I liked Paste the Logo png here: 
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Business Card	10 points
Watch this video about Nubi Business Cards Watch this video about Jet Business Cards Begin with a 2 x 3.5 inch artboard and create a business card. If you want a 2-sided card, create two artboards. Will you use the logo on your card? You may use yourself as the card contact or create fictional info.	Paste a screenshot of the final card here: 

Brochure	30 points
Watch this video about Creating Unity	What did you learn from the brochure video about unity?

Read this entire article about a [Spa Brochure](#)

Create a new Illustrator document that is 8.5 x 11 inches with 2 artboards and add .25 inch bleed. ([See these instructions](#))

Add some guides using these templates:
[Inside template](#) and [outside template](#)

Create a brochure for your company using everything you have learned about good design so far.

That it is important when designing a brochure

What stood out to you about the Spa brochure article?

The way they organized it

What was the hardest part of creating the brochure?

Designing it and adding enough spacing

Paste a screenshot of the brochure outside here:

 #1 Rated Store Online Our webstore opened in 2012 and has a release every Thursday at 8 in the morning. It has long been a focal point of everybody's week. We recently had a problem with bots, but after thoroughly examining our system we have not had a problem with bots since 2014.	Contact Us 5807 West Oriole Court Visalia California 1(559)972-0520 colescloset@gmail.com www.colescloset.com 	 Hours 10 AM-9 PM
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Paste a screenshot of the brochure inside here:

Voted Top Clothing Store in the Country About Us For the 5th year in a row Cole's Closet has been the hotspot of shops in the United States. Since the shops opening in 1970 it has been a staple around town. The new owner Cole Shannon took over all of the operations in 2012 and did what nobody thought he could do, make the shop even better. In a recent interview with Andrew Zuiderveld of the Visalia Times Delta he said, "We have plans to keep on pushing the limits and see how big we can get as a locally owned and operated store." The lines to get into the store are comparable to that of Supreme but greater. 	The World Famous Box Logo  The box logo hoodie was the first big hit of Cole's Closets own personal clothing brand. Designed in 1978, but not perfected until 2014, this product has been a sell out every time it hits the market.	Annual Summer Sale The annual summer sale is almost upon us. It will be June 1st, 2018, first come first serve. If you plan on getting some goods get there early!! 
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Critique and improve	20 points
Now it is time to get some expert advice. Ask three of your classmates to view your brochure document and offer suggestions for improvements. Take their feedback and make changes to your design. You do not have to use all of their feedback if you think it is not constructive but entertain the ideas and see if it could make the overall brochure better. When you are finished with the final draft, save the brochure as a .pdf with trim marks. (See these instructions) Upload the .pdf to classroom.	<i>Who was the first classmate to offer advice?</i> Andrew <i>What did the first classmate suggest?</i> Too much white space on the back cover <i>Who was the second classmate to offer advice?</i> Madison <i>What did the second classmate suggest?</i> Too much white, space center stuff <i>Who was the third classmate to offer advice?</i> Eric <i>What did the third classmate suggest?</i> That he likes the font