ARIZONA DESIGN EDUCATION NETWORK PRESENTS:
CITYWIDE MULTI-SCHOOL QUALIFIERS

2013-14 Quickfire #2a:

Event Logo

Deadline: *Wednesday January 15, 2014*

SCENARIO

Arizona Design Education Network, the advisory group connecting Tucson area high school graphic design programs with industry professionals and higher education, is organizing a special event in the spring of 2014: *Arte Primavera*. This art exhibit will feature the best artwork from member schools' students, and will be sponsored and attended by local industry.

Your challenge for this assignment is to design the show's logo (in both color & grayscale). The winning logo will be used as the official identity of the event. Good luck!

SPECIFICATIONS

Logo designed in Adobe Illustrator using only vector artwork. Include the EVENT NAME (Arte Primavera). Imagery is optional as part of the logo design.
REMEMBER TO SHOW IN BOTH COLOR and GRAYSCALE.

LOGO SIZE

Dimensions: 7" x 7"
Resolution: (n/a)
Colors: 6-color Maximum
CMYK mode

Imagery: your choice, not required
Text: event name: Arte Primavera
convert all text to outlines
Name of File: name-eventlogo-School Abbreviation.pdf
Example: B-Smith-eventlogo-CFHS.pdf

Time Limit: Entire design must be completed & submitted to teacher within one regular-length class period (~55 minutes, 1 hour maximum). No exceptions.

TEACHERS:
Select top <u>five</u> designs, submit to Mike from JTED & Rebecca from Sabino in format for web posting.

Please re-name all submissions to remove student names using the following filename format:
SchoolAbbreviation-Design#.(jpg or gif or .png) EX: CFHS-01.gif ; IRHS-04.jpg ; JTED-03.png etc.

Submit to <u>msrsen@pimajted.org</u> & <u>azgraphicsteacher@gmail.com</u> by Wednesday 1/15/14 at 4pm.