

REQUIREMENTS PROJECT 1



ASSIGNMENT: **LOGO DESIGN**

Your challenge is to create a visual identity for:

Tucson Christian Youth Farm

For this portion of the competition, you will create the **logo** for a real Tucson organization located on the north side of town.

Winning designs may become the official visual identity of TCYF, and potentially be used for items such as brochures, uniforms, and more!

REQUIREMENTS

Idea Development (1/team)

Create a letter-sized page that summarizes & demonstrates your team's idea development process. This page should contain examples of your **inspiration** along with **rough drafts**. There is no requirement for the quantity of images that you include. Be prepared to explain during presentations.

- Dimensions: 11"w x 8.5" t
- drafts may be hand-drawn or digital

Final Logos (3/team, 1/student)

Company Name: Tucson Christian Youth Farm

Colors: 1 Full-Color Version, 1 Black & White Version

Size: fit both on page (letter: 8.5" x 11")

Format: Created as vector-art using Adobe Illustrator

Labeling: School letter/Student number visible on your page

Supplies Allowed: Paper, Pencil, Colored Pencil, Marker, Digital Camera, Card Reader, Stylus/Wacom, Scanner.

Software: Illustrator, InDesign, Photoshop, PowerPoint, MS Word

** Be sure that there is no indication of your name(s) or school name on any of the materials.

*** Remember to convert all text to outlines or rasterize before saving.



TO SUBMIT FOR JUDGING (ON FLASH DRIVE):

* Create a folder that contains all of your team's files.



- **Idea Development Page (1):**

SchoolX-P1-Ideas.pdf

(.pdf file including your inspiration & rough drafts, which could be explained.)



- **Completed logos (3):**

SchoolX-StudentX-P1.pdf

(One per student, page w/both color and b/w on one page.)