**identity project and schedule**
choose one of the following clients:

- air medical
  www.air-medical.com
- sustainable cities institute
  www.sustainablecitiesinstitute.org
- urban wildlife rescue
  www.urbanwildliferescue.org
- water management inc.
  www.watermgt.com

**working sessions:**
group concept mapping, wednesday, september 3
mapping review; sketching by hand, wednesday, september 10

**symbol roughs:**
16 black and white options, a minimum of 4 concepts with graphic variations for a single client. wednesday, september 17
6 black and white symbol options, choose 3 to present in color and with type (9 elements total), wednesday, september 24
2 black and white symbol options with 3 type and color options for each (8 elements total), wednesday, october 1

**final presentation of symbol with type:**
three unmounted horizontal 11x8.5 prints on heavyweight paper:
1: symbol development process—sketches to final
2, 3: black and white and color symbol and type configurations with normal and minimum size of each configuration
wednesday, october 8

**usage guidelines and secondary elements:**
clear space, color palette, typefaces, on one 17x11 sheet;
plus 3 experimental compositions combining the symbol with secondary elements on 17x11 sheets (4 sheets total)
wednesday, october 15

**business papers:**
letterhead, envelope, business card. include return address only on envelope; address, telephone, and web url on letterhead; all above with name, title, and email address on card. 2 sets of options (6 elements total)
wednesday, october 22

**vehicle and architectural sign:**
illustrator and/or photographic representations. include web url on vehicle and street or building number on sign
2 sets of options (4 elements total), wednesday, october 29

**web home page:**
include a brief definition or mission statement, and primary navigation
2 options, wednesday, november 5

**smart phone app:**
single set of 3 screens, wednesday, november 12

**additional identity application:**
2 options for any item of your choosing, wednesday, november 19

**complete set of 17x11 pages plus additional application:**
symbol development process
final symbol with type, black and white, and color
all usage guidelines
all applications above
two presentations: monday, december 1; and wednesday, december 3

**final presentation of identity system:**
bound 17x11 pages with cover
wednesday, december 10

**squares project and schedule**
choose a topic that has societal or environmental significance. you should have great interest in this topic and be eager to research it throughout the semester. present ten 5 inch square interpretations of your topic, each on an 8.5 inch square sheet. use imagery, metaphor, and real statistical data to prove the quantitative as well as the emotional significance of your topic. in this assignment, explore approaches to information that you are not accustomed to. information should be presented in relevant but unexpected situations and created out of unexpected materials. all imagery must be of your own creation. at the close of the project you will present an animated synopsis of your topic along with the ‘packaged’ squares.

one square due at 8:30am at each of these meetings:

monday, september 8
monday, september 15
monday, september 22
monday, september 29, review
monday, october 6
monday, october 13
monday, october 20
monday, october 27, review
monday, november 3
monday, november 17

packaged with showing of animation/video 1920 x 1080 pixels, any duration at adjusted final exam time:
monday, december 15, 9:45am