

Graphic Design 2 Project Brief

Project 01: Event Logo Due: Week 04

Objective

This March, the Marriott Hotel will be host to the 2016 Caribbean Film Festival. This year's festival will run for approximately 3 hours and will host a variety of film stars from the region. The date and time of the event will be the 20th of March from 8pm to 11pm. When creating a logo for this event, keep in mind the 5 Elements of a Iconic logo as well as the different types of logo styles.

Use techniques covered in the previous course such as, developing a mind map, sketching ideas and iterating ideas. Use icons found not only in Guyana, but also in the Caribbean. Be sure to stay away from cliché images and use of colour.

Do research into similar logos both regionally and internationally and pick them apart to understand which elements are important; symbols, colour, typography, etc.

Outcome

Print your logo on a 5 x 5in card stock piece of paper and mount it onto an 8 x 8in piece of **black** cardboard.