module 2:

presidential logo rebrand (10%)

With the announcement of the 2016 presidential hopefuls comes branding for each candidate: a slogan, design scheme, and logo that will be used on their Twitter profiles, official campaign websites, printed as bumper stickers and buttons and posters. A good presidential logo must be easily recognizable and memorable, must evoke a (hopefully) positive response, and must be adaptable to a variety of different formats.

For this module, you will identify a candidate logo in need of rebranding and use Adobe Illustrator (and/or Photoshop) to design it.

(http://blogs.reuters.com/talesfromthetrail/2015/06/15/which-candidate-has-the-best-logo/)
requirements.

1. original candidate logo.

2. one-page creative brief. In the world of design, a creative brief is often a document that outlines your project so that everyone is on the same page. For this context, you will write a creative brief that lets me know that you have researched your client (the candidate) and have a plan for your logo. Your creative brief will follow the categories outlined by Baer (p. 53): client information, project information, project goals and requirements, and project logistics. Your brief will take the form of a one-page, single-spaced memo addressed to me.

3. redesigned candidate logo. The choice is yours whether or not you’d like to stay true to the original logo or redesign it entirely. You will need to do some basic research about the candidate in order to create a design that is appropriate for them. We will create logos in Adobe Illustrator (and/or Photoshop), which we will work with together in class.

4. two-page reflection. You will write a reflection explaining your choices: why you chose the logo that you did and how you tried to best represent that candidate through your design choices, what genre conventions you followed or pushed on, and how your design choices were impacted by the material we encountered in class.

The original candidate logo, one-page creative brief, redesigned logo, and two-page reflection should be uploaded to Google Classroom. The logos should be PDF files, and the written texts will be Google Docs. Module #2 is due Friday, 9/25 by noon.