Arts Association Logo Project—Critique on November 03; final versions due on November 10!

Design a new Arts Association logo! Your chances of winning and showing your design proudly before your peers is quite a bit more significant than the Tivoli contest.

1. Design in Illustrator only! The logo that was selected last year is good, however it does not look legible when shrunk to a small scale. That means some pinhead used Photoshop. It denies the number one form of flexibility a logo needs—scalability!

2. Some qualities that would best describe the organization. Basically it supports and encourages arts and artists of any kind, but not especially performing artists, because they prefer a different club. This one is more visual.

- The organization focuses on promoting artist creativity in the CSUSM community,
- showcasing student produced art work,
- and gaining the ability to network.

3. Design first using only black. Color should enhance a logo, not define it. It must work in black and white before it can work in color. There has not been a discussion about what specific colors or figures wanted in the logo, so you may exert some influence here. Complimentary, analogous, sampled from nature or an existing color scheme? Creative license flows!

- Do B/W logo first.
- Do two-color second.
- Do a full-color, full-effects one last.

4. All submitted entries will be judged by members of the Arts Association and a winner will be decided. Deadline for class critique is November 03; for submission — November 10.

5. There are other students who are interested in graphic design, so there may be a couple more student submissions outside of your class. Bring it on; I'm confident yours will be chosen the winner. Or one of your classmates! If you belong to the Arts Association you will not eligible to vote on the logo design. Any outside entrant must submit to the same rules.

Some information here: http://www.csusm.edu/vpa/art-assoc/