

FALL 2020

Design-Centered Worksheet

The following worksheets are designed to guide you through a logo design project for a non-profit client.

ASSIGNMENT

You are to research, concept, refine, and present a logo for the **World Wildlife Protection Fund**. The logo should convey the qualities and characteristics you determine to be important for the organization and its audience. While this client is a fictional organization, you may visit this website (<https://www.worldwildlife.org/>) to gather research and information. This fictional client is specifically aimed at raising funding to support the protection of world wildlife. You should utilize the worksheets to help you gain the insight you need to create a compelling and unique logo for the **World Wildlife Protection Fund**.

It is natural to have questions regarding some of the tasks and worksheets, however the project is designed to challenge you to be self motivated, demonstrate self-initiation, and to be inquisitive. Try to answer your own questions through research and your own instinct. Your goal is to show a level of thoughtfulness and curiosity in the project that leads to a rich exploration and unique solutions. It is important that you process through each step in the worksheet as thoroughly as you are able.

INSTRUCTIONS

This worksheet is designed to be completed and presented as a final compiled PDF. You have a number of options to complete this.

1. You may choose to print these pages and fill them out by hand—make sure your handwriting

is legible. In the places where you are asked to sketch, it is best to use a fine- and/or medium-tip black Sharpie. Once you have completed these pages, you can then rescan them all and create a single PDF.

2. You may choose to import this PDF into a software program of your choice to type in your responses. If you choose to complete this electronically, it is still recommended that you do all of your sketches and drawn revisions by hand, and then either scan or photograph them to drop into the document.

3. You may choose to complete the written portions of this worksheet within a computer program, then print and complete the sketching portion by hand directly in the document, and then scan all pages to create a final PDF.

EVALUATION

Your work will be evaluated in the following ways:

- » Clarity of communication
- » Neatness of presentation
- » Depth of exploration
- » Conceptual development
- » Originality and thoughtfulness of solutions
- » Use of design principles

DEADLINE

*Your final submission for the Communication Design Entry Portfolio Review is due no-later than Monday, November 23, at 11:59 pm. No late submissions will be accepted. Upload your work [here](https://unt.slideroom.com/#/permalink/program/57670).
<https://unt.slideroom.com/#/permalink/program/57670>*

FALL 2020

Communication Design Entry-Portfolio Review: Graphic Design

LAST NAME

FIRST NAME

PREFERRED NAME

UNT STUDENT ID NUMBER (if you are a current or returning UNT student; otherwise, leave blank.)

EMAIL ADDRESS

PHONE NUMBER

World Wildlife Protection Fund / Logo Design

CLIENT NAME / PROJECT

INSTRUCTIONS

Fill out the information below based on your understanding of the project and initial research. Be concise, specific, persuasive, and concrete in your answers.

OBJECTIVE

The objective of this worksheet is to help you clearly and concisely articulate key concepts, problems, and direction for the project.

TIMING

This section (including the research) should take you about 60 min.

DESCRIBE THE QUALITIES OR MESSAGES THAT THE LOGO DESIGN SHOULD CONVEY.

DESCRIBE WHAT YOU BELIEVE WOULD MAKE THE LOGO SUCCESSFUL.

World Wildlife Protection Fund / Logo Design

CLIENT NAME / PROJECT

DESCRIBE THE ORGANIZATION'S GOALS / MISSION / ETC.

DESCRIBE THE POTENTIAL AUDIENCE(S) TO WHOM THIS ORGANIZATION MIGHT BE SPEAKING.

WORD LISTS

INSTRUCTIONS

At the top of the columns to the right and on the following page, identify five terms that relate to the key ideas or concepts that the organization is trying to communicate or evoke. Fill out the lines below each key idea with related terms or ideas. These can be synonyms, related issues, symbolic references, metaphors, or free associations. Fill out each column completely. Each column should relate to the key term directly above it.

OBJECTIVE

The objective of this worksheet is to help you see an idea from many different angles and find unexpected solutions. Fight through your impulse to stop your conceptual exploration prematurely.

TIMING

This section should take you about 30 min. of uninterrupted time to complete.

1.

KEY WORD

2.

KEY WORD

Word Lists

3

KEY WORD

4.

KEY WORD

5

KEY WORD

Mind Mapping

INSTRUCTIONS

From your research, design brief, and word list, determine a key concept or big idea that will serve as a starting point for further exploration of concepts and ideas. Write that term in the center of this worksheet. As you begin to think about the key concept, write any idea, concept, image, symbol, or metaphor that comes to mind in the space surrounding the key concept. Circle each of these terms, and connect them to the key concept. Once you have 6–12 secondary words, begin to do the same process of branching out from each of these words. This can stimulate further secondary words or even key tertiary words that should be considered with further branches. Continue to develop secondary, tertiary, and further branched connections until the page is full. Work with small handwriting so that the work-sheet can accommodate 100+ concepts. Using a highlighter or colored pencil highlight ideas that might be useful, areas where further exploration might be beneficial, or unexpected solutions that you find interesting.

You are required to complete at least one Mind Map for this submission. However, you may choose to complete up to three of them. The following three pages are available for Mind Mapping exercises.

OBJECTIVE

Similar to the word lists, the objective of this worksheet is to help you see an idea from many different angles and find unexpected solutions. The mind map is designed for further branching or free association of concepts—emphasizing breadth of exploration over depth.

TIMING

This section should take you about 30 min. of uninterrupted time per Mind Map to complete.

Mind Mapping 1 – required

Mind Mapping 2 – optional

Mind Mapping 3 — optional

Visual Matrix

INSTRUCTIONS

From your research, word list, or mind map identify main themes that pertain to your company or organization. Select two main themes that best reflect the ideas or concepts behind the company. These themes might be more conceptual ideas like *freedom, strength, or speed*; or they might be concrete themes like *baking, construction, or communication*. The themes should have visual symbols that can be associated with them; such as *pie, cupcake, whisk, etc. for baking*.

Write your chosen themes on the two axes of the matrix, and then begin to draw the symbols that come to mind for each theme in the space provided.

Now, working across the matrix, force the two symbols into a single image. This can be done in a rough sketch that simply communicates the idea.

Using a highlighter or colored pencil highlight ideas that are most interesting, unique, or powerful.

When you have completed the visual matrix, scan or photograph your work and insert that image on the following pages. You are required to complete one visual matrix as a part of this assignment. You may choose to include up to three matrices on the following pages.

OBJECTIVES

This worksheet begins to focus on concrete visual metaphors as a way of communicating efficiently. The objective is to generate a large number of visual concepts that might be effective visual communication devices.

TIMING

This section should take you about 45 min. of uninterrupted time to complete per Visual Matrix.

Thumbnails

INSTRUCTIONS

Pulling concepts and ideas from the previous worksheets, sketch rough logo concepts in the 40 spaces provided on the following pages. Each square should be a unique solution—graphical refinement of the logos will come later. Your goal is to develop at least 40 unique concepts. Make notes on design or conceptual details that may be missed in the sketch.

OBJECTIVES

The objective of this worksheet is to synthesize concepts and ideas generated in previous worksheets (as well as concepts that continue to emerge). This worksheet should help you refine and edit your ideas and begin to identify directions with the most potential.

TIMING

This section should take you about 90 min. of uninterrupted time to complete.

Thumbnails – required

Thumbnails – required

Comprehensive Layouts (or Comps)

INSTRUCTIONS

Select 3-4 concepts from your thumbnails to sketch in a more refined fashion. Sketches can be in pencil or pen, with no color. Begin to consider the specific shapes, weight, style, structure, and organization of each concept. Additional worksheets can explore refinements of these concepts or concepts that emerge in the process.

When you have completed the comps, scan or photograph your work and insert the image(s) on the following pages.

OBJECTIVES

The objective of this worksheet is to begin to explore the details of the logo concepts and allow for iteration on the elements used in the designs.

TIMING

This section should take you about 60 min. of uninterrupted time to complete.

Comps 1 — required

Comps 2 – optional

FINAL PRESENTATION

INSTRUCTIONS

Render your final logo in the space provided. This might be done with pen and ink, marker, colored pencil, or digital print/copy. You may include color or leave it as a black and white solution.

In the right column, tell us your rationale for the final solution. Explain the concept and strategy behind what you have created. Tell us why you made the decisions you did and how you believe it might achieve the goals of the project, as described in the design brief.

When you have completed the Final Presentation image, scan or photograph your work and insert the image(s) on the following page.

OBJECTIVES

The objective of this worksheet is to begin to explore the details of the logo concepts and allow for iteration on the elements used in the designs.

TIMING

This section should take you about 60 min. of uninterrupted time to complete.

FINAL PRESENTATION

FINAL LOGO

RATIONALE

Explain the concept and strategy behind the final logo you have created. Tell us why you made the decisions you did and how it might achieve the goals of the project, as described in the design brief.