**COM 220: Digital Media Convergence**
**Fall 2014**

**Project 1: Logo Design**

**Rough draft: 3-5-14**
**Final design: 3-12-14**

**Description:**
For your first project, you'll create a logo design using Adobe Illustrator for Elon's Department of Health Promotion. This department is relatively new and is a part of the Division of Student Life.  The department exists to support the general health education of students, especially around issues of substance abuse and violence prevention. They want a logo that incorporates the name of the office "Health Promotion" and incorporates the tagline "Nourish. Grow. Thrive." They would like to incorporate a visual symbol of Elon (oak tree, acorn, oak leaf, or some other tree like imagery, etc.) into their logo design. The logo design DOES NOT need to incorporate the words "Elon" or "University" (though the department may add that in later if they choose to).

Some general ideas to follow when designing a logo:
  - Most logos are simple in form and structure
  - Logos usually use solid colors
  - Logos usually use a minimal number of colors
  - Text elements are often derived from an existing typeface (manipulated to create new unique letterforms)
  - Successful logos often juxtapose text and image

**Content Requirements:**
  1. One logo design representing Elon's Dept. of Health Promotion
  2. Must incorporate text elements
  3. Must incorporate visual elements
  4. Can only use solid colors (fill and/or stroke properties)

**Technical Requirements:**
  1. All final digital work should be executed in Adobe Illustrator
  2. Visual elements (photos and other digital images) may be used as needed

**Submission:**
  1. Copy of final digital file of your logo in Adobe Illustrator format (.ai)
  2. Copy of final digital file of your logo in PDF format
  3. Copies of any images you used to create visual symbols

**Evaluation Criteria:**
  1. Technical proficiency
      a. Manipulation of text elements
      b. Creation of visual symbol elements
      c. Successful use of layers, grid, guides and other support mechanisms
  2. Visual communication aesthetics
      a. Proportion, shape and spacing of text elements
      b. Incorporation of visual design principles for visual elements (proportion, symmetry, balance, scale, etc.)
      c. Use of color
  3. Content communication
      a. Effective communication of text elements
      b. Effective communication of visual elements
      c. Effective communication of combination
  4. Craftsmanship
      a. Free of errors
      b. Attention to detail