Task GD01 – New Corporate Identity for Harchester

INTRODUCTION/SCENARIO:

Part of the re-branding of the town is to come up with a new logo which suggests a modern and exciting place to visit, a place which offers something different to the large town of Wickminster

TASK: Investigate and design a new logo for the town. It is the intention to use this throughout any publicity or promotional material produced in the future.

CLIENT: Harchester Council

Specification: 1. You must develop a strong brand image.

2. You must produce a range of visuals for presentation to the client.

3. You must produce a model of the logo which could be put outside the

Council Offices

Expected Outcomes:

1. Research into existing branding

2. Rough designs, followed by a development of one idea

4. Designs produced on the computer & a final design with more detail.

6. A model of the town logo as signage for the Town Hall/entrance to the town

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| Work to be submitted for assessment - Logo | | |
| Area | Notes | Assessment |
| Research | Research on existing logos with analysis of main features which will inform your designing. Try to pick out key features. | This is needed to inform your designing, remember, ‘Good design comes from good research’. |
| Ideas | Good range must be evident of different ideas, be as experimental and creative as possible. | You must also show a range of techniques as well as good digital techniques in your development and final design.  You must have an ICT version which can be used later.  Annotation & notes will enable you to explain your work |
| Development | Colourway produced and logo explored in different sizes to show variations. The idea must be improved. |
| Final Design | Produced in B/W, colour and ICT version which can be used later in a range of documents such as the poster & leaflet | We need to see a range of techniques, both studio and digital  You need to show initiative and work effectively but safely to hit these top grades |

OUTCOMES:

A range of ideas to be presented to the council in a form of your choice

A clear final logo of the design that you feel is the best option.

Model of the Town logo which shows how it could be used outside or in key locations

EVIDENCE YOU MUST PRODUCE FOR THIS TASK:

Portfolio containing:

* records of relevant research
* progress journal/folder – your ideas (how make your logo interesting?)
* annotation – what skills, materials, techniques, process have been used and what messages are being communicated?
* Model to show outside use

Key terms

**Thumbnail:** Small drawing made to help with design ideas. Thumbnails are not very detailed, and are produced quickly.

**Rough:** Larger drawing selected from thumbnail, containing more detail.





