

ADV 3662 Interactive Animation

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Developing the Site Identification (*Logo*):

The first part for your online documentary will be to design a site identifier. The site identifier should appear prominently and consistently throughout your project, informing and reminding a user what the subject of your project is about.

A. To help you develop the concept for your logo come up with 15 rough sketches. Work should initially be done with pen/pencil on paper –NO COMPUTER. Sketches should be rough (not finished pieces of art). The idea is to expand your creative horizon so you can come up with a visual solution that effectively represents the subject of your site.

Make sure you are able to answer the following questions about your project:

1. What is the name of your project:_____
2. What visual impression should your logo convey:

B. Once you come up with an effective design solution you will use Flash to create it. Eventually you will be required to animate the logo but initially I want to see only the static version, designed in Flash (use layers).

Document Dimension: 200px X 150px

Keep in mind symbol:

1. Must appear throughout your site.
2. Needs to be readable at a very small size.
3. Since it is the first graphic we are creating for the project it should set the tone stylistically.