

Identity Project #2
Humanistic Studies Division
Harford Community College

Art 207 Graphic Design | F2008

The Humanistic Studies Division at Harford Community College wants a new graphic identity. We have been commissioned by the Dean, Loretta Henderson to provide a logo they would use in all their print/web collateral. Following is an email conversation that started the project.

Ken,

Thanks so much for helping my division get a great graphic for HUM! How many folks do you want your students to interview? The entire division? We meet the second Tuesday of each month from 4 to 5 p.m. OR Would you prefer that I establish a HUM group that would include representatives from the major disciplines: communication (academic, creative, and oral) , literature, and philosophy/religion? Let me know what works best for you and your students.

If possible, I would like to have the graphic artist(s) recognized on the logo (of course in much smaller script than HUM) or in some kind of subscript outside of the logo.... Or is that viewed as too tacky in the visual arts field?

Loretta

Loretta,

The best start would be talking with you and the representatives to see what the goals of the logo are. Questions like.... What do you need it to represent? How do you envision using it? What does it need to include? These are the first places to start. "It" is the graphic design product, in your case a logofom/brand.

We might be able to start that conversation through email first, if you think it would work. Then, I can get that information to the students who could start to create a form for the identity. What do you think?

Ken

Ken,

Thanks for the quick response.

The logo should represent the broad areas of humanities that are housed in my division: communication (writing, speech, foreign languages, American sign language), literature, drama, religion, and philosophy. It would be used by my office and faculty (if they wanted) as our divisional logo on internal and external communications. We would also like to incorporate into our promotional materials at open houses, etc. I would like the colors to be those of our Barbara Marcus painting and Havre de Grace Hall: blue, green, tan, white...or shades thereof. I like the visual look of VPAA logo.

Loretta

Loretta,

Great. It looks like we are making some headway here. After thinking about your project and needs as you spell them out, perhaps it is a good idea to meet with a group of representatives from the HUM group as you mentioned previously. If possible, we would like to meet directly in the Art 207 Graphic Design class, which meets 8:30 a.m. to 12:20 pm every Tuesday in J003 Joppa Hall. This coming Tuesday, October 14th, would be a good day. Our class of twelve students would be asking questions directly to you and your HUM group about the development of the logo/brand.

Ken

The Project Timeline

Following is a tentative timeline for the start of the HUM identity project.

Week 1

10/7

Initial discussions

{week of 10-7 thru 10-13}

Students start researching images/symbols related to needs of HUM project as identified in discussion. Initial ideating sketches begin. Create 10 questions for HUM division to help you develop your work. (Hint: Mission/Program goals/SLOs of each discipline)

Week 2

10/14

Meet with HUM division in J003 (meeting time still tentative)

{week of 10-13 thru 10-20}

Develop first sketches based on needs revealed in meeting. Upload sketches to the Art 207 FTP directory by Sunday 10/19, 5pm. Minimum 25 individual sketches scanned directly from your sketchbooks at 72ppi.

Week 3

10/21

Progress Critique of sketches

{week of 10-21 thru 10-28}

Re-develop sketches based on critique. Begin digital process. Identify 5 useable and successful logoforms. Write a one-page paper identifying the strengths of these logoforms.

Week 4

10/28

Progress Critique of digital forms

{week of 10-28 thru 11-04}

Edit and revise logoforms as discussed in critique. Print out 5 logo-sheets including all logoforms in color (CMYK). Upload mini webpage, created in Aperture which will include sketches and logos to your folder in /art207 directory.

Week 5

11/5

Client Feedback/HUM Graphic Standards Booklet

{week of 11-05 thru 11-12}

Integrate feedback from HUM division into final revisions of logoforms. Develop HUM Graphic Standard Booklet for presentation. Update mini web page with revisions. Make final prints for presentation.

Week 6

11/12

Meet with HUM division in J003 (meeting time still tentative)

{week of 11-12 thru 11-19}

Final production of logoforms/identity project.