

ASSIGNMENT #5

MARK IT WITH A ...

PROJECT

For this assignment, you are to create a lettermark using Adobe Illustrator.

Using two of the initials in your name (any two, any order) create nine lettermark logos. Each of the nine should be a variation using the same two letters.

Once these logos are complete, arrange them in a grid (3x3) on a white background.

Use only ONE color in these logos ... use the SAME color within each design. Be sure to choose a Pantone Solid Coated color in Illustrator.

Concentrate on the relationship of the letters ... how can they interact with each other? Figure/ground should be utilized ... also balance, contrast ... possibly emphasis. Experiment with various fonts and weights.

SPECS

create each logo in a 3.5" square format document

final document (with grid) should be 12" x 12" ... square logos should be arranged in a grid pattern, evenly spaced apart ... 3 across, 3 down

WHAT TO TURN IN

12" x 12" document saved in the Drop Box as "**lastname_lettermark.ai**"