

# Assignment 2

Mono-weight Line Logo Design

# Assignment 2: CREATE YOUR OWN...

1. Revisit the 'mountain logo' design you made in Line Video 2.
2. This style and technique is called 'mono-weight' meaning a line that has one continuous thickness.
3. Using the same style and techniques you learned from the video begin drawing plans for your own design on paper. You can do a search online for 'mono weight design' for inspiration.
4. Once you have your drawing you can take a picture of it with your phone and send it to yourself, copy and paste it onto your illustrator document, lock and create a new layer to draw on top of.
5. **6 Day Cycle work cycle**
  1. Last in-class work day 10/4
  2. Due date 10/11

# Ideas for Logo

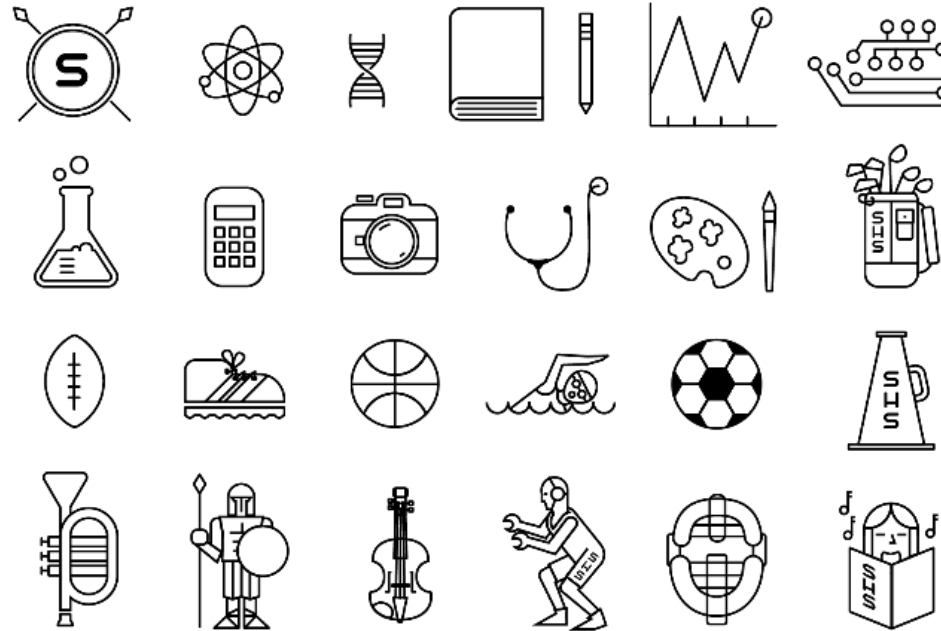
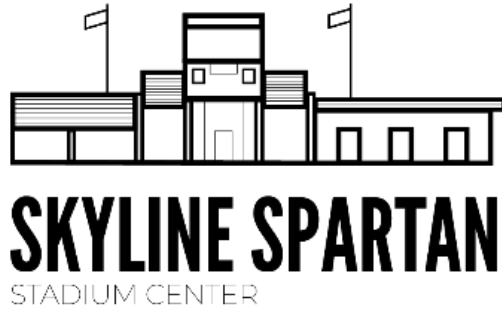
- Student club
- School store
- Your own brand
- Hobby
- Sci-fi corporation (Martian colony? Space mining?)
- Design for start-up company
- Park (local, state, or national)
- Sports team (real or imaginary)

# Process- 6 Day Work Cycle

1. Ideate (sketch/write many ideas, choose 1 to refine)- Day 1
2. Research (gather reference materials, design inspiration, collect together in look document)- Day 2
3. Prototype/sketch (create multiple rough possibilities for final design)- Day 2
4. Execute (sketch out final design, eliminating or adding detail)- Days 3-6
5. Refine/Critique (feedback from small groups, refine final design)- Days 3-6

# MONOWEIGHT DESIGN

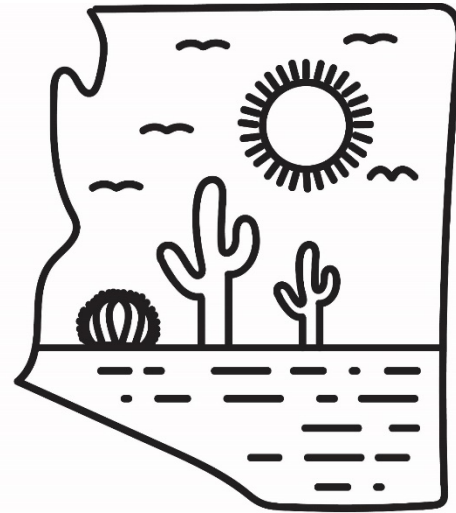
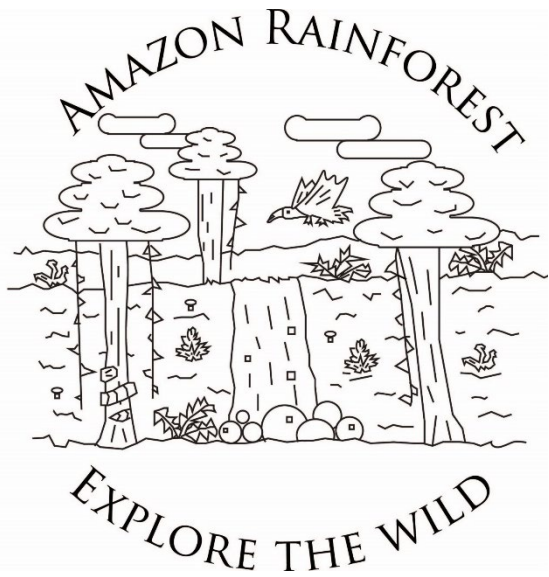
SAMPLES FROM SKYLINE PAST PROJECTS



JUSTIN TRAN P3



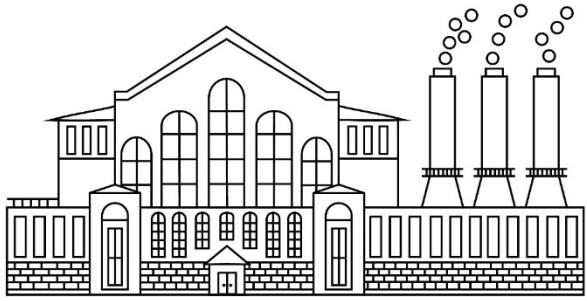
**NEW YORK CITY**  
CITY THAT NEVER SLEEPS



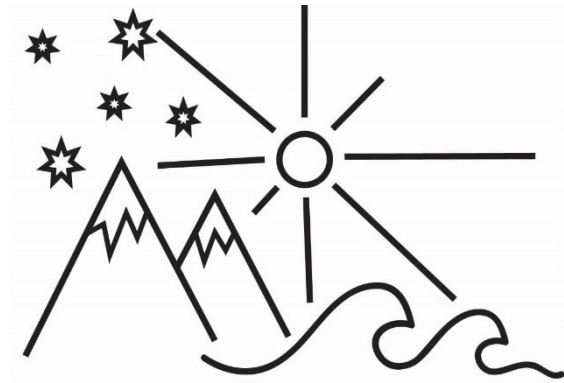
**A R I Z O N A**  
T R A D I N G C O .



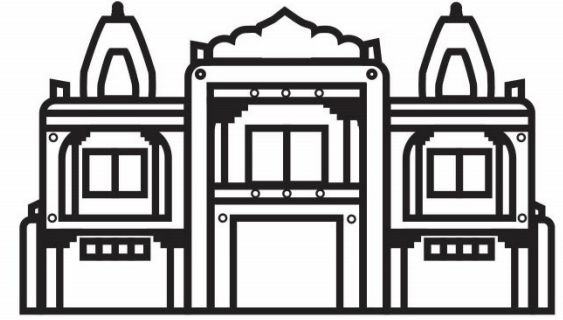
SINCE 2504



THE FINEST PARTS  
**GLOBAL FACTORY**



**HIKE SURF**  
 ADVENTURE

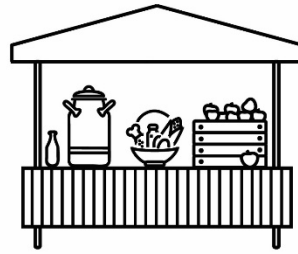


**Iskon Vedic Temple**  
 Established 2014



SOUP

MITRA P5



**SAMMAMISH FARMER'S MARKET**  
 LOCAL PRODUCE

Est. 1974



- A R I Z O N A -

# MONOWEIGHT CHECKLIST

---

## Direction, Craft, and Technique (Write yes or no)

YOU

PEER

- |       |       |  |
|-------|-------|--|
| _____ | _____ | Is the line the same thickness/ weight                               |
| _____ | _____ | Is the design packaged well/ organized (Not random or loose)         |
| _____ | _____ | Are the lines neat and clean?  |
| _____ | _____ | Were professional designs pasted into the doc and used as reference? |



# GENERAL TUTORIAL RUBRIC

---

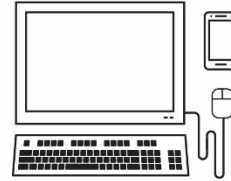
Circle area(s) where more attention is needed...



Inspiration



Sketch



Source Materials



Execution



Critique/Refine

## 1- Low Skill

Minimal effort or significant challenge with craft. More practice is needed. Techniques non-existent. Directions not understood or followed. Little to no creativity student working below their abilities.

## 2- Medium Skill

Some effort or improvements needed with craft. More practice is needed. Techniques/tools not mastered fully. Directions understood and followed. Some creativity. Student working below their abilities in some areas.

## 3- Proficient Skill

Effort with craft clearly evident. More practice could help. Techniques /tools mostly mastered. Directions understood and followed. Applied creativity. Student working to their abilities. Approaching professional quality. (Still looks a bit amateur in some area(s))

## 4- High Skill

Strong effort, highly accurate or careful craft. Techniques /tools expertly mastered. Student went above and beyond expectations with ability and creativity. Professional quality. (Looks professional)

# FORMAT MONOWEIGHT PROJECT FOR TURN-IN

JASON SMITH P5



THE FINEST PARTS

G L O B A L F A C T O R Y

The text 'THE FINEST PARTS' is centered above the word 'GLOBALFACTORY'. The word 'GLOBALFACTORY' is written in a large, bold, sans-serif font, with the letters 'O', 'B', 'A', 'L', 'F', 'A', 'C', 'T', 'O', 'R', 'Y' arranged in a slight arc. Below the letters 'O', 'B', 'A', 'L', 'F', 'A', 'C', 'T', 'O', 'R', 'Y' are illustrations of mechanical parts: a piston, two crossed wrenches, and a bolt.

# DIRECTIONS FOR FORMATING

1. Open monoweight file and title it (EXAMPLE: Smith Monoweight Design P5)
2. Arrange and label designs in document as shown on previous slide

Note: you will need to go to

**object >expand appearance > object >expand** before resizing, and be sure to hold shift to restrain proportions

4. Export as a jpeg, use artboards is checked, and resolution is set to 300