

## **Portfolio Preparation**

**FV4101**

Instructor: Krishna M. Sadasivam

### **Logo Exploration Project**

Branding is crucial to your success in marketing yourself within this incredibly competitive industry. Think carefully about your strengths and weaknesses. Think about your career goals. Do you want to be a video editor, cinematographer, or motion graphics artist?

Your logo will serve as your professional branding for your business card and website. Think carefully about usability, readability, and professionalism. Your passion and knowledge for the work you desire must communicate itself through all your self-promotional materials.

#### **Part 1: Create a process blog using Wordpress or Blogger.**

- 1) Customize your Blog, and begin using it to document your work for this class.
- 2) **E-mail me the URL** of your Process Blog (my e-mail: [krishna.at.ait@gmail.com](mailto:krishna.at.ait@gmail.com))

#### **Part 2: Develop a logo you will use in all your self-promotional materials.**

- 1) **Develop** at least 20 concepts. Think carefully about your logo. Your goal should be to develop a unique logo that speaks to you. It should be easy to read and iconic.
- 2) **Sketch** each logo concept large enough to where we can see it, one page per logo.
- 3) **Upload** these logo concepts to your Process Blog.

**Total Possible Points: 100** (Grading Rubric is on the following page)

**PLEASE NOTE:** You are aspiring to work in a professional field. As such, late work will not be accepted.

**Questions?** *Want early feedback?* E-mail me at [krishna.at.ait@gmail.com](mailto:krishna.at.ait@gmail.com) or contact me via Twitter **krishna\_ait**

**Logo Concept Sketch Rubric:**

Concept 20 points	Creative and original. Concept work and process evident, thorough and well planned. More than 20 solid concept sketches shown. Logo clearly reflects professionalism and communicates the brand.	Solid ideas, but not particularly unique. Between 15 - 20 solid concept sketches. Logos generally reflects intended career choice.	Ideas cliché or derivative. Very little originality present. Less than 10 solid concept sketches shown. Logos are ambiguous and does not clearly communicate the brand.	Weak or negligible attempt.	No concept work shown.
----------------------	--	--	---	-----------------------------	------------------------

**Points: /20**

**Process Blog:**

Concept 20 points	Process blog set up, <b>customized</b> , and work uploaded and URL e-mailed to instructor	Process blog set up, and work uploaded and URL e-mailed to instructor	Process blog set-up. Work uploaded. URL not e-mailed to instructor.	Process blog set-up, work not uploaded and/or URL not emailed to instructor.	No process blog created
----------------------	---	---	---	--	-------------------------

**Points: /20**

**Total Possible Points: /40 \* 2.5 = /100**