

### **Illustrator Tutorial Demonstration**

Due Thursday January 21st- January 22nd

You will be giving a short demonstration to the class that showcases an illustrator tool, technique, trick or method. The demonstration needs to be 2-5 minutes long, max 10 min and cannot be something that I have covered in class.

Make sure that it is something that you can re-create, tackle and show to the class. Keep it simple.

Youtube, google and illustrator help menus are your friend here.

### **Logo Assignment Due Wednesday January 28th:**

With the logo I would like to see 3 variations. Yes I want you to keep it simple, but what can you subtly add to it to make it different or dynamic. We will have a critique on Wednesday and you will have to discuss the logo and defend your design choices to the class. With the three variations be prepared to speak on how you would visualize your three logos in different settings. Which logo works as a letterhead? As a t-shirt logo? As a business card logo and why?

You have had enough time with this assignment and you have the resources now: [digitalartleysin.weebly.com](http://digitalartleysin.weebly.com) and I expect GREAT results.

Questions to Consider:

1. How Would You Describe Your Company in 1-2 Sentences?
2. What Keywords Describe Your Business?
3. Who Is Your Target Market? Who are your competitors?
4. What Are Some Logos You Like and Dislike?
5. Where will the logo be used?