

LOGO & ePortfolio Cover Slide

Electronic Portfolio (ePortfolio) – Archive Creation/Digital Conversion

In order to manage the logo and cover design, you will need to begin to collect the documents in electronic form and store in a single folder

- Set up an electronic filing system and set up a naming system for computer-created documents.
- Set up sub-folders for each design activity (example below).
- Identify the most appropriate storage and presentation medium (i.e., flash drive, computer hard disk, local-area network, a WWW server, CD-ROM, etc.).
- Digitize images using scanner or digital camera.

Designing a logo for your e-portfolio cover is a good way to get started on design work. There many ways to go about logo design, but we will work within fairly rigid constraints for this exercise. The size and format of your portfolio will be 8 ½ x 11 portrait (vertical).

Logo:

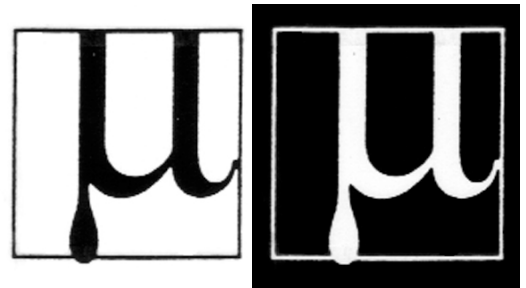
1. On white paper, layout a 4"x4" square.
2. Choose the **form of a letter or symbol** that suggests design, creativity, or invention to you, or something related that you value.
3. Simplify the shape into a silhouette that is a solid, flat shape with no outlines or shading. It can have holes within it. Draw the shape as large as possible (within the 4 inch square) **so that it touches the edges of the square.**



4. Choose two 4"x4" squares of two different colors of construction paper. Tape the white paper sketch over both of the colored squares and cut out all of the pieces.



5. You now have **two positive shapes** of your symbol in **two different colors**. You also have all of the background pieces. The **background pieces are the negative shapes**. If you assembled these pieces, you would have two negative versions of the symbols as well. And, if you don't assemble the background pieces as negatives, you have a number of odd shaped pieces that are related to the symbols that can be used for design purposes.



6. Assemble your pieces to make an interesting design for a logo, you needn't use them all. This assembly will be in preparation for making a paste-up of your logo to become part of your e-portfolio cover. Digitize the logo image using a scanner or digital camera. Store the image in one of your e-portfolio filing folders.



Typography:

Choose a “cover appropriate” type font style and size for the words "Creative Design" and "set" them on your cover page. Import your logo onto the cover. As an additional aid in arranging the materials on this cover, you might find it helpful to select a Microsoft Publisher or Power Point template with which to organize this material. Arrange the title on the cover to balance your logo design. Complete the type for the cover by setting and locating your name and the semester you are taking this course. You should also introduce yourself to the viewer – your year, your major, your professional goals, your interests, etc. Save this cover page in the filing system that you have set up for your e-portfolio.



ePortfolio Logo & Cover

1st Iteration

Negative/Positive Image _____

Comments

1. _____ Cover - Quality overall craftsmanship. (20)
2. _____ Logo - Use of form or letter. (15)
3. _____ Logo - Two-color positive/negative effect. (15)
4. _____ Logo - Elements assembled from 4 x 4 square. (10)
5. _____ Type — Course title. (15)
6. _____ Type — Author's name and semester. (10)
7. _____ Type --- Personal information. (15)

_____ Total Score