

ICONS



Outcome: Students will design a series of 2 symbols using Adobe Illustrator that represent a part of the cal high campus.

Overview: WHAT IS A SYMBOL? A symbol or pictogram is a graphic that makes complex information clear and accessible to large audiences. When you design a symbol you must make information easily accessible. Symbol design is part of a specialized area of graphic design called “Information Design.” Students will design a series of 2 original symbols that represent a location on Cal high Campus, using 1-2 colors.

Step 1: Ideation: Think about and make a list of the things that represent your topic. Which of these things really express the idea of your toopic? Then choose two to three that you could turn into icons.

Step 2: Research and Sketching: Research symbols used throughout the world for different functions. Think about symbols in clothing companies, video games, signage, and research symbols used in ancient times. After you have completed research on symbols, create 3 thumbnail sketches for each symbol idea on your sketch paper/s. Present those ideas in small group critique and/or Mrs. Bible.

Step 3: Refining: Choose 2 of your thumbnails sketches (1 for each trait) to refine. You may refine by hand and scan your image - make sure you use a black pen to complete your final sketches, you should have strong contrast so that it will scan without issues. Or you may draw and refine in the computer.

Step 4: Scanning and placing in Illustrator: Scan your sketches and place images into Illustrator to use for reference. Then, trace the images in Illustrator using LIVE TRACE. Edit and refine the edges of your design in Illustrator, or draw over your design using shape tools and pen tool.

Step 5: Title each symbol and write a sentence or two about the concept. Layout your page with your two symbols large, and a brief paragraph below each. Export as a .jpg (using artboards) and then publish to your portfolio page on your website.

	Excellent 5-6	Good 3-4	Moderate 2	Weak 1
Technical Competence	The technical competence of the work is generally excellent; The artist demonstrates advanced Illustrator skills using Pathfinder, Image Trace, Shape Builder, & Shape tool Tool.	The technical competence of the work is good; The artist demonstrates good Illustrator skills using Pathfinder, Image Trace, Shape Builder, & Shape tool Tool with some room to grow and a bit of unevenness.	The work is somewhat uneven, but overall demonstrates emerging technical skills; Attempted techniques and bezier curves are uneven. The lack of craftsmanship is somewhat distracting.	The work is generally awkward. The artist demonstrates marginal Illustrator skills using Pathfinder, Image Trace options, and Blend Tool.
Experimentation with Illustrator Tools	The artist has successfully experimented with a wide variety of designs. The artwork illustrates a breadth of exploration as a graphic design tool using Illustrator tools such as, Shape Builder, Bezier Curves, and even visual weights.	The work may show engagement with experimentation and/or risk taking, but with uneven success. Overall interesting experimentation using Bezier Curves, Shape Builder and visual weight.	The work may show attempts at experimentation and/or risk taking, but with limited success. Assignments were completed, but little student-directed experimentation is evident.	The works show little attempt at experimentation with Bezier Curves, Shape Builder and Visual Weight. There is missing work and/or experiments bares little success.
Conceptual ideation	The artist demonstrates advanced creative problem solving skill and comes up with original and representational graphics.	The artist demonstrates good creative problem solving skill and comes up with mostly original graphics that could use a bit more thought.	The artist shows attempts at creative problem solving but defaults to clichés and general ideas that somewhat lack creativity.	The artist does not show attempts at creative problem solving but instead uses generalized ideas or re-works previously crafted work.
Use of the Elements of Art	There is a highly successful use of the elements of art. Special attention is given to shape, color, and use of space.	The work shows a general use of the elements of art with some success. Elements have been explored, but with some uneven success.	The work show moderately successful use of the elements of art, with limited scope and success in the design.	Some awareness of the elements of art are demonstrated, but there appears to be little success in their use.
Decision Making	Design Process from sketch to final execution is very thoughtful and intentional. Student explores multiple ideas and is articulate about choices and revisions.	Design Process from sketch to final execution is mostly thoughtful and intentional. Student explores many ideas and is somewhat articulate about choices and revisions.	Design Process from sketch to final execution is varied. Student explores few ideas or variations and is ambiguous about decisions.	Design Process from sketch to final execution is limited. Student explores very few ideas and is ambiguous about choices.