

SESSION 1

FEBRUARY 27, 2016
LOUISIANA TECH UNIVERSITY

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STEM Discovery Challenge

DESIGN & BUILD



VEHICLE BODY DESIGN CHALLENGE

A logo identifies a company or product via the use of a mark, flag, symbol or signature. A logo does not sell the company directly nor rarely does it describe a business. Logo's derive their meaning from the quality of the thing it symbolises, not the other way around – logos are there to identify, not to explain. Simply, what a logo *means* is more important than what it *looks* like.

ASSIGNMENT 1

1. Each Team will receive 4 plaster car body models

Tip: As a team create preliminary drawings, research car design ideas.

2. Each team will sculpt the car model into a unique design based on the team's identity

Tips:

- Make a plan, use your drawings as a blueprint.
- Be detail oriented.
- Practice sculpting on a car model the team is less interested in.
- Great plaster carving how-to videos on Youtube
- It may be helpful to sculpt 2 or 3 car designs and decide which is the strongest after seeing the completed object.

LINKS

Suggested sculpting tools:

dickblick.com/products/wax-and-plaster-carving-tools

During the next session, each teams selected model will be vacuum formed in plastic to create the car body.

2

LOGO DESIGN CHALLENGE

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ASSIGNMENT 1

You will design and build the logo for your team car in Adobe Illustrator.

1. Discuss the ideas that you want to convey with your car design. Make a list.

Tip: What adjectives and/or verbs describe your team? What characteristics do you want to convey?

2. Think of images that relate to your idea.

Tip: Use sketching/drawing ideas with a pencil first to get a rough idea.

3. Convert ideas into vector images in Adobe Illustrator. *Use black as primary color*

4. Choose favorites and narrow to top 3.

5. Save, print and bring to next session!

LINKS

Adobe Illustrator Tutorial: <http://bit.ly/1r249or>

Logo Design Challenge: Aaron Draplin: <https://vimeo.com/113751583>

Illustrator workflow tips: <http://bit.ly/1Q6gxvY>

SUGGESTED TYPEFACES

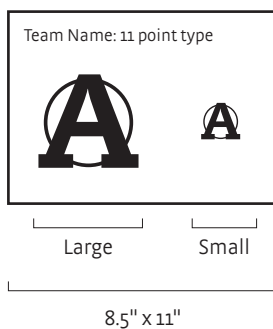
- Futura
- Garamond
- Helvetica
- Century
- Avenir
- Rockwell
- Myriad Pro
- Clarendon

RESOURCES FOR FREE TYPEFACES

www.fontsquirrel.com

www.omnibus-type.com

Format each page like this:



Each team will select their **top 3** logo ideas to bring back to the next meeting (March 19)

- Logos need to be drawn in Adobe Illustrator
- You may only use one color - black
- Please print each logo idea on an 8.5" x 11" sheet of paper for review. Type the team name in the top left corner in 11 point type.