SESSION 1

FEBRUARY 27, 2016
LOUISIANA TECH UNIVERSITY

Professor Brad Deal
Architecture
braddeal@latech.edu

Professor Tom Futrell
Graphic Design
tfutrell@latech.edu

Professor Kyle Triplett
Studio Art, Ceramics
triplett@latech.edu

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.
LOGO 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 identity, not to explain. Simply, what a logo means is more important than what it looks like.

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
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

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.