ARIZONA DESIGN EDUCATION NETWORK PRESENTS:

CITYWIDE MULTI-SCHOOL QUALIFIERS

2015 Quickfire #1:

Logo Design

Deadline: *Friday, January 9, 2015*

QUICKFIRE DESIGN #1: Logo Design

SCENARIO

Your challenge for this assignment is to design the logo for a new national park called Kino Canyon. This park will be located in Southern Arizona, and feature much of the same wildlife and natural features of the Tucson region. Consider using them in your design.

You will create the logo using vector art, displaying it in both color & black /white on a letter-sized page.

Good luck!

QUICKFIRE DESIGN #1: Logo Design

SPECIFICATIONS

Logo designed in Adobe Illustrator using only vector artwork.

- Must include PARK NAME: Kino Canyon.
- Imagery is optional.

**REMEMBER TO SHOW IN BOTH COLOR and GRAYSCALE.*

LOGO PAGE SIZE

Dimensions: Letter *11"w x 8.5"t

Resolution: (n/a)

Colors: 6-color Maximum
CMYK mode

Imagery: your choice, not required

Text: park name: Kino Canyon
**convert all text to outlines*

Name of File: name-parklogo-School Abbreviation.pdf

Example: *B-Smith-parklogo-CFHS.pdf*

Time Limit: Entire design must be completed & submitted to teacher within one regular-length class period (~55 minutes, 1 hour maximum). No exceptions.

TEACHERS:
Select top five designs, submit to Mike from JTED & Rebecca from Sabino in format for web posting.

*Please re-name all submissions to remove student names using the following web-ready filename format:
SchoolAbbreviation-Design#.(jpg or gif or .png) EX: *CFHS-01.gif ; IRHS-04.jpg ; JTED-03.png etc.*

Submit to msrsen@pimajted.org & azgraphicsteacher@gmail.com by Friday 1/9/15 at 4pm.