



ARIZONA DESIGN EDUCATION NETWORK PRESENTS:  
**CITYWIDE YEAR-END, MULTI-SCHOOL EXHIBIT**

**2015 Spring Art Show:**

**Event Logo**

**Deadline: *Friday November 21, 2014***

# 2015 Spring Art Show: **Event Logo**

## SCENARIO

Arizona Design Education Network, the advisory group connecting Tucson area high school graphic design programs with industry professionals and higher education, is organizing a special event in the spring of 2015: *Arte Primavera*. This art exhibit will feature the best artwork from member schools' students, and will be sponsored and attended by local industry.

Your challenge for this assignment is to design the show's logo (in both color & grayscale). The winning logo will be used as the official identity of the event. Good luck!



# 2015 Spring Art Show: **Event Logo**

## SPECIFICATIONS

Logo designed in Adobe Illustrator using only vector artwork.

- Must include **EVENT NAME: Arte Primavera.**
- Imagery is optional.

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

### LOGO PAGE SIZE

**Dimensions:** Letter \*11"w x 8.5"h

**Resolution:** (n/a)

**Colors:** 6-color Maximum  
CMYK mode

**Imagery:** your choice, not required

**Text:** event name: Arte Primavera  
*\*convert all text to outlines*

**Name of File:** name-eventlogo-School  
Abbreviation.pdf

**Example:** B-Smith-eventlogo-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 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](mailto:msrsen@pimajted.org) & [azgraphicsteacher@gmail.com](mailto:azgraphicsteacher@gmail.com) by Wednesday 1/15/14 at 4pm.