

Client City of Atlanta, Miami, Houston or ChicagoJob # MD1-05-Icons-Buttons-NavDesc/Title 6-Icon Set: Each icon in same style

Designer _____

Specs Print Icon (CMYK) 1.5" x 1.5" @ 300ppi AND

ID # _____

Screen Icon (RGB) 2 sizes @ 72 ppi:

Deadline _____

[70px x 70px] and [32px x 32px]

Start _____ End _____

Competency/Task

Design an ORIGINAL, stylized graphic icon system that effectively works in multiple media and sizes: nav buttons, mobile apps, wayfinding/maps, and print publications. Individual icons must appear as one part of a cohesive group. Words/language/numbers will not be used in the designs, only imagery (your art). Visual communication is the challenge... form equals function, here.

Instructions

1. **Review Reference links** (in *Supplemental Information* below), they will provide ideas, inspiration, techniques and design cues to consider. Search samples (and/or others online) very thoroughly but pace your research time (know when to stop!). Sketch out visual notes as you do this (it will help flesh out your own related ideas).
2. **Brainstorm the set of icons you will create...** think of "families" of types/topics: general website nav, map/directions, events/businesses, services/transportation, food/lodging, procedural directions, etc. For each icon, sketch out several *detailed* thumbnails to find optimal design elements, look, etc. Quickly explore many options (3D, 2D/Flat styles, linear, organic, etc.); choose best for series. Develop your own, entirely original solutions... NOT a rehash of reference material or preexisting icon sets!
3. **Discuss thumbnails with instructor**; acquire approval. Keep all thumbnails for portfolio.
4. **Design/Prepare artwork** in Photoshop, Illustrator, or use both (can use vector and/or raster solutions). Production Hint: When designing something that is expected to be used for both print and screen, it's often smart to first design in CMYK (at the largest size/res the project requires) and save a 4C .EPS for your print layouts, then export/save for web at the various smaller sizes/formats needed. The downside of CMYK-mode-first approach is that some raster effects only work in RGB mode. Note: Always save (and keep) all .ai/.psd (native) files (with layers intact) for your files and future edits. Proof (run tests) both for screen display and print output.
5. **Produce 4 different color versions of artwork on different backgrounds**
(to account for maximum versatility in actual usage*):
Full-color (on white) & Full-color (on black)
All black (on white) & All white (on black)

**For icons to work, account for the success of: all strokes, fills, and contrast in every color/background solution (some art may need to be altered/adjusted to work). Other key considerations: Impact/Legibility/Clarity/Colors/Contrast/Composition/Content/Context.*

6. Build and Submit ALL for grading (provide working links within your website):**• Print Icons:**

1. Layout a 2-page document in InDesign (print intent, 8" x 9") to place the CMYK, 300 ppi icon art you've created. Using the 1.5" x 1.5" icons, organize the art into groups of six (sets). Each page must be labeled and display two icon sets:
 - Page 1 = Full-color on white & Full-color on black
 - Page 2 = All black on white & All white on black
2. Then export and submit:
 - 2-page, 4C PDF (HiRes) = Press Quality, no marks, 300 ppi @ 100%

• Screen Icons:

1. Layout a 3-page document in InDesign (web intent, 750px x 850px) to place the RGB, 72 ppi icon art you've created. Ensure that the correct web-optimized file formats are being used/placed. Each page must be labeled and display eight icon sets: Various formats will be demonstrated (use/place one format per page)
 - Page 1 = PNG (w/transparency)
 - Full-color on white & Full-color on black;
Display both versions as [70px x 70px] & [32px x 32px]
 - All black on white & All white on black;
Display both versions as [70px x 70px] & [32px x 32px]
 - Page 2 = GIF (w/transparency)
 - Full-color on white & Full-color on black;
Display both versions as [70px x 70px] & [32px x 32px]
 - All black on white & All white on black;
Display both versions as [70px x 70px] & [32px x 32px]
 - Page 3 = JPEG
 - Full-color on white & Full-color on black;
Display both versions as [70px x 70px] & [32px x 32px]
 - All black on white & All white on black;
Display both versions as [70px x 70px] & [32px x 32px]
2. Then export and submit:
 - 3-Page, RGB PDF (LoRes) = High Quality Print, no marks, 72 ppi @ 100%

Criteria/Required Elements

Although part of a cohesive system, each icon should be highly recognizable and able to clearly communicate its meaning (as a stand-alone design). Challenges include: communication goals, usage context, size(s), and complexity vs. simplicity, value/contrast, color scheme, quality and clarity. Avoid over-complication, excess detail and poor quality. These icons need to work at every size... from the smallest to the largest. **Optional Portfolio Project:** Create a digital mock-up using all 6 icons in a: web navbar, web page, mobile app buttons, map, or brochure cover.

Supplemental Information

Reference links:

<http://design.tutsplus.com/articles/7-principles-of-effective-icon-design--psd-147>

<http://www.creativebloq.com/branding/design-dynamic-icon-based-identity-4132726>

http://turbomilk.com/blog/cookbook/icon_design/10_mistakes_in_icon_design/

<http://www.creativebloq.com/graphic-design/how-design-top-quality-icon-10135092>

<http://mashable.com/2013/08/14/flat-design-icons/>

Sample Solutions

Experiment to create your own unique layout that best highlights your designs.

These are a few samples of one possible approach...

