

AD420 • ME444 • MKTG594 Motorola Project
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Michael J. Scott, Engineering, College of Engineering
Albert Page, Marketing, College of Business Administration**Assignment****No. 6 Team Name | Team Logo****Project Description**

Now that teams have been established, and the main topics for investigation have been selected and assigned to individual teams, it is time to begin to establish a team identity for your newly formed group. Keep in mind, that this interdisciplinary group will be your home base for the duration of the entire academic year, August 2008 through May 2009. It is vital to establish the right spirit for cooperation to achieve success from the very beginning... in order to help facilitate this process, every group is to brainstorm unique names for your team. A name that captures your particular team's spirit as well as the essence of your year-long assignment.

In addition to creating, and/or selecting a *team name*, every group must then create a *team logo*. This graphic representation of your team name and mission will be the brand mark that is carried on all your future presentation materials to both the faculty and the Motorola management. The designers in each group will implement the actual graphic logo, but it is important that *all team members participate* in the idea generation and selection process. The faculty recommends that the designers create several possible options in a sketch format and then present those options to the team as a whole. The selection and refinement of the selected concept should be a team exercise. Also, keep in mind that the logo could be comprised of type (an altered font for example), or an illustration, or a combination of the two. Examples of team logos from previous years are available on the IPD website for your reference.

Once developed, the designers from each team will be required to provide the faculty with digital files of the final logo design. *The file(s) must be prepared in a native Adobe **Illustrator** (vector based) file format, B&W/gray scale saved at an image size not to exceed 8.0" x 8.0" at 300DPI. All text must be flattened into outlines. A second color file set up in the same way must also be provided.* The teams should consider the design of their logo, with and without color, scaled to various sizes, and take into account the different possible applications in which it will be used (e.g. projected computer presentations, printed on documents, placed on models, etc.).

Project Requirements

1. Brainstorm and select an appropriate, interesting team name.
2. Create a team logo as a graphic representation of your team name and spirit.
3. Using Illustrator, ***all text in the logo must be flattened into outlines.***
4. Provide two Adobe **Illustrator** files : : B&W/gray scale and color files of final logo concept uploaded to the IPD website. Entitle each file with the team's name and type. For example, if your team name is Hydro -
Hyrd's Black & White file would be: **Hydro-BW_logo.il**
Hyrd's color file version would be: **Hydro-color_logo.il**

Due Date

Tuesday, September 23, 2008