

# DES311 | Brief 2: Personal Identity

## Project Deliverables:

- 2.1 Develop a monogram using your initials.
- 2.2 Develop a typographic identity using your full name.
- 2.3 Develop an iconographic identity.

## Project Specification:

Using Adobe Illustrator you are required to develop a monogram, typographic and iconographic identity using only your full name or initials where specified.

Your work must be presented using the supplied templates (available from week 5 on the module website) and linked from the homework's webpage on your student portfolio website as both a **JPEG** and **AI** (Illustrator file).

Each identity must work in both **colour** and **black and white** and be legible at the varying sizes laid out within the templates.

## Assignment hand in date:

**17.11.11** on-line submission by **10am**.

## On-going feedback to student:

Feedback will be available on a weekly basis in the lab sessions regarding on-going progress, and following submission of the assignment a crit session will take place on **18.11.11** when specific feedback will be given highlighting exemplary work and denoting potential areas of improvement to enable students to revise project work prior to final submission.