

VID

It's your first day on the job with your new company, VID Visually Integrated Designers. Your boss, Rodriguez, just through this new project at you. It seems tedious but he wants to see what your made of, he is not so sure you can hack it in the real world.

Client Comments: We have a set of universal warning symbols on our website, but need to use those same icons in other places as well. Our printer told us that the symbols on our website are “low-res,” so they can't be used for print projects. The printer also said he needs vector graphics that will scale larger and still look good. The printer suggested we hire a designer to create digital versions of the icons so we can use them for a wide variety of purposes, from large machinery signs to small plastic cards to anything else that might come up. We need you to create the icons for us.

Art Director Notes: This is a small job for a potentially huge client, if they like what we do I would expect they hire us as their full time Design Firm, so this better be good! Basically, we have the icons, but they're low-resolution raster images, so they can't be enlarged. The good news is that you can use the existing icons as templates and more or less trace them to create the new icons. Copy the Icons they have sent us and make three more original Icons of your choosing.

The client needs files that can be printed cleanly and scaled from a couple of inches up to several feet. Illustrator vector files are perfect for this type of job. In fact, vector graphics get their resolution from the printer being used for a specific job, so you can scale them to any size you want without losing quality.

Notes:

1. Create a new Document in Illustrator; you should only need 1 Art-board. Call it Yourlastname.Icon.ai
2. Make your document for print, letter sized, portrait orientation, set the bleeds to 0. Under advanced options set the color mode to CMYK and preview mode to default.
3. Use the Icons I have provided on the server. Use the file place command but make sure to click the “template” button when you do this. Use all the tools at your disposal. Shape tools as well as the pen tool.
4. Save the finished file as a .pdf and turn it in on the server Icon HandIn folder.



Examples:

Grading Rubric		Excellent	Good	Average	Below Average	Needs Improvement
Followed Directions	1. Document Set-Up	5	4	3	2	1
	2. Document for Print	5	4	3	2	1
	3. Place using template	5	4	3	2	1
Time on Task	1. Class time used wisely	5	4	3	2	1
	2. Self motivated to work	5	4	3	2	1
	3. Cleaned up work area	5	4	3	2	1
	4. Due dates met	5	4	3	2	1
Technical Design	1. Pen tool skills	5	4	3	2	1
	2. Shape builder skills	5	4	3	2	1
	3. Accurate	5	4	3	2	1
	4. Clean (no stray lines)	5	4	3	2	1
	5. Saved as instructed	5	4	3	2	1
					Total Score	/60