Graphic Information Design II
The Name Tag Project (or Brand You)

Design a name tag for yourself, which includes at least your first and last name. You may optionally include other personally meaningful information, such as a significant image or your nickname. Your tag should graphically communicate something about yourself—favorable qualities that you would like others to know about you—such as a "logo" might; but it must also meet the technical requirement of a name tag—specifically it should be easily readable at five or more feet. Final size: 4 x 5 ". Final art must be executed in B&W in QuarkXpress, although color may be used if your design does not communicate effectively without it.

Considerations: One of the hardest parts of this assignment is deciding what you would like your logo to express. While it is tempting to focus on something concrete—your love of punk rock, or virtuosity on the Volleyball court for example—these are relatively superficial preferences that will change throughout your life, they do not get to the core of who you are. Instead use your fundamental qualities or values (trustworthiness, sense of humor, creativity, friendliness, helpfulness progressiveness, conservatism etc) to develop a logo that expresses a deeper sense of you. Alternatively, you can express qualities that you would like to be perceived as having, even if you're not sure that you really do. Design your logotype to be still valid for you ten or more years in the future.

Schedule

Week 1	Project Introduction, Studio time
	Final Critique of "I don't Want That"
Week 2	Studio time
	Roughs (minimum of 3) due, critique
Week 3	Studio time
	Final (mounted) due, critique.