

GRAPHIC SYMBOLISM

PROJECT 1

<i>Project Title</i>	Road Signs
<i>Schedule</i>	1/11 Review Road Signs Project 1/13 Road Signs Sketches Due 1/18 NO CLASS (MLK, Jr. Day) 1/20 Road Signs Progress Review (and discuss reading) 1/25 Road Signs Due

PROJECT DESCRIPTION

"Traffic signs or road signs are signs erected at the side of roads to provide information to road users. With increasing speed of transport, the tendency is for countries to adopt pictorial signs or otherwise simplify and standardize signs, to facilitate international travel where language differences can create barriers and in general to reduce the risks in driving. Such pictorial signs use symbols in place of words and are usually a result of international standards." (http://en.wikipedia.org/wiki/Traffic_sign).

In this project you will be designing and executing 10 road signs for the following concepts. Each sign **MUST** be done in only yellow and black, in a 3" x 3" diamond shape. You also **CANNOT** use words.

PROJECT GOALS

I HAVE ONE RULE FOR ALL PROJECTS!

Have fun. Seriously we aren't solving global warming with this one. I want you to be creative, playful and visually interpret each sign as you see it in your mind.

The signs you will need to make are:

Alien Abduction
Bull Riding
Zombie Crossing
Gun Range
Parachute Landing
Orange Club
Vibrating Furniture
Dog Pool
Artificial Fruit
Oversized Weapon

Initial sketches must be done by hand either pen or pencil on paper to the 3" x 3" size. **SKETCHES ARE DUE 1/13**. They do not need to be fully rendered but must depict your basic idea for each sign. You will need to do **5 SKETCHES FOR EACH SIGN**.

Final output will be printed in color and well arranged on either 11" x 8.5" or 17" x 11" print outs. The finals need also be saved to a CD in PDF format in the arrangement which you chose to present them and turned in with the final on the due date.