**The Planning: English-Tagalog Informational Sign**

**Overview:**

Complete this document IN FULL, then get it checked over by Ms. Hammond before starting your informational sign design in Illustrator. Hand this document in with your .AI, and .PNG files once you are finished.

**You Must Include:**

1. The word in English
2. The word in Tagalog
3. An image that represents your word

**Your To-Do List:**

* Organize your folders
* Find and analyze some examples
* Identify what makes an informational sign
* Identify your writing variables
* Sketch a rough draft

Complete each To-Do List item in the space below:

**1. Organize Your Folders**

Create a new folder inside your “Desktop Publishing” folder called “Sign.” Inside, create 2 more folders:

* “Images” (this is for all the things you WON’T hand in)
* “loginname\_sign” (this is for all the things you WILL hand in)

**2. Find and Analyze Examples**

Find **3 informational signs** from either online, or your assignment handout. Paste **an image of each of these signs** below, along with **the place/idea** that they represent. Finally, write a brief description of why each sign appeals to you. Do not talk about the content **– talk about the design** (consider: contrast, repetition, alignment, proximity, color, balance, harmony, spacing, lines, typography, details, etc.) **and talk about how well the sign communicates its idea and appeals to its audience.**

**3. Identify What Makes an Informational Sign an Informational Sign**

Examine the 3 signs that you chose. In the space below, come up with 3 criteria that “make an informational sign an informational sign.” What do the three of your three signs, and other logos you’ve seen, all have in common?

**4. Identify Your Communication Variables**

For **the English-Tagalog sign** you will be creating, identify each of the communication variables below:

* **Form (what the piece is)? – Informational sign**
* Central Idea (what/who is the sign about)?
* Purpose (what is the sign supposed to do)?
* Audience (who is the sign supposed to attract)?
* Context (where would the sign be presented)?

**5. Sketch a Rough Draft**

Since you’ve been using your hands your entire life, it is often easier to draw/write with them than on a computer program. Use your hands, your brain, and paper/pencil to create a rough sketch of your **Informational Sign**. As you sketch, consider: What does the image/shape look like? Does it communicate the idea within the sign clearly? What does the text say? Where is the text in relation to the image? Why? What message do you want your sign to communicate? What colours can you use to communicate your message?