



STUCKEY

January 20, 2016

BALTIMORE ENERGY CHALLENGE TOTE BAGS

SAVING ENERGY IS OBVIOUSLY A GREAT THING TO DO. CONVINCING PEOPLE, TO BEING GREEN, IS A BIT HARDER. WITH REUSABLE TOTE BAGS, THE MAYOR OF BALTIMORE WOULD LIKE TO PROMOTE THE CITY'S INITIATIVE FOR CONSERVING ENERGY AND REUSING BAGS TO KEEP PLASTIC OUT OF THE LANDFILLS AND THE BAY.

The bag is a form of advertising that also doubles as a positive way of accepting the challenge by using reusable fabric bags instead of tossing away cheap plastic bags. Take a look at this website from the city for information about the energy challenge. baltimoreenergychallenge.org

For this project, you may come up with your own quote or phrase to promote clean energy, saving energy, recycling by using this bag. We will be designing and lettering a tote bag for the Mayor's Baltimore Energy Challenge. The copy/text for the project is not defined. So that means that you have some design freedom and a challenge in and of itself.

HAND LETTERS
SPRING 2016

WEDNESDAY 4-10

BROWN 308

WESLEY
STUCKEY

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601.953.0176

DETAILS

1. Bag Size is 12" x 13"
2. Can have a side 2 design.
3. Imprint area is 8" x 8" per side.
4. Must include 2 logos
— *Baltimore Office of Sustainability*
— *Baltimore's Civic Works*
5. No more than 3 imprint colors.
6. Bag should be purple but may be a special edition color.

GOALS

- Encourage people to save energy.
- Make people think it is cool to save energy and to be more sustainable.
- Make the bags COOL.
- They want a new, less corporate design. The old design wasn't a hit.
- The bags will be free and distributed by the bureau of solid waste.
- The bags are used as an incentive for people who sign up for the Baltimore Energy Challenge.

IDEAS

- Baltimore loves to save energy
- This bag saves energy
- Baltimore — more energy

TIMING

JANURAY 20

IN-CLASS

Introduce projects and began researching and concepting ideas for Baltimore Energy Challenge. Begin developing rough sketches/ideas for directions that the lettering may go in for the imprint on tote bags.

HOMEWORK

Bring in 5 sketches of different iterations/concepts of how you would like to Letter your tote bag.

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JANURAY 27

IN-CLASS

Refine your sketches into finalized designs in InDesign. After dinner break, full crit of designs at current stage. Keep working on refining designs until class ends.

HOMEWORK

Upload to Dropbox, by Sunday night at Midnight, pdf's of your final design for last minute review before presentation on Wednesday, February 2, 2016.

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FEBRUARY 2

IN-CLASS

Last minute look over and preperation for presentation.

FINAL PRESENTATION TO MAYOR AND OTHERS | MAIN 160 | 5PM.

HOMEWORK

Relax a bit and just work on your Dropcaps for next week.

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