Advanced Graphic Design

1. Write a brief paragraph, describing (in your opinion) an example of a successful graphic identity program for a well-known consumer product, group of products, or service(s) – e.g., Nike, Disney, or America Online. Explain how the brand name, in the graphic form of a logo, functions to impart a positive product or company image, for its consumer or user audiences.

2. Describe current and/or future technological challenges of the Graphic Designer, in the visual communications field.

3. Use the provided Resources List for this class, as a starting point to search the internet (using search engines). Locate and identify sites for self-help tutorials and online product support, for these graphics software programs:

   - Adobe PageMaker Level: ___________
   - Quark XPress Level: ___________
   - Adobe Illustrator Level: ___________
   - Adobe Photoshop Level: ___________
   - Microsoft PowerPoint Level: ___________

4. Briefly describe the capabilities or functions for these graphics software programs (e.g. drawing, painting, object-oriented, pixel-based, presentations layout/design document design/layout, etc.). Indicate program availability for PC and Macintosh.

   - Adobe PageMaker ___________ PC MAC
   - Quark XPress ___________ PC MAC
   - Adobe Illustrator ___________ PC MAC
   - Adobe Photoshop ___________ PC MAC
   - Microsoft PowerPoint ___________ PC MAC