CREATIVE BRIEF PROJECT ONE
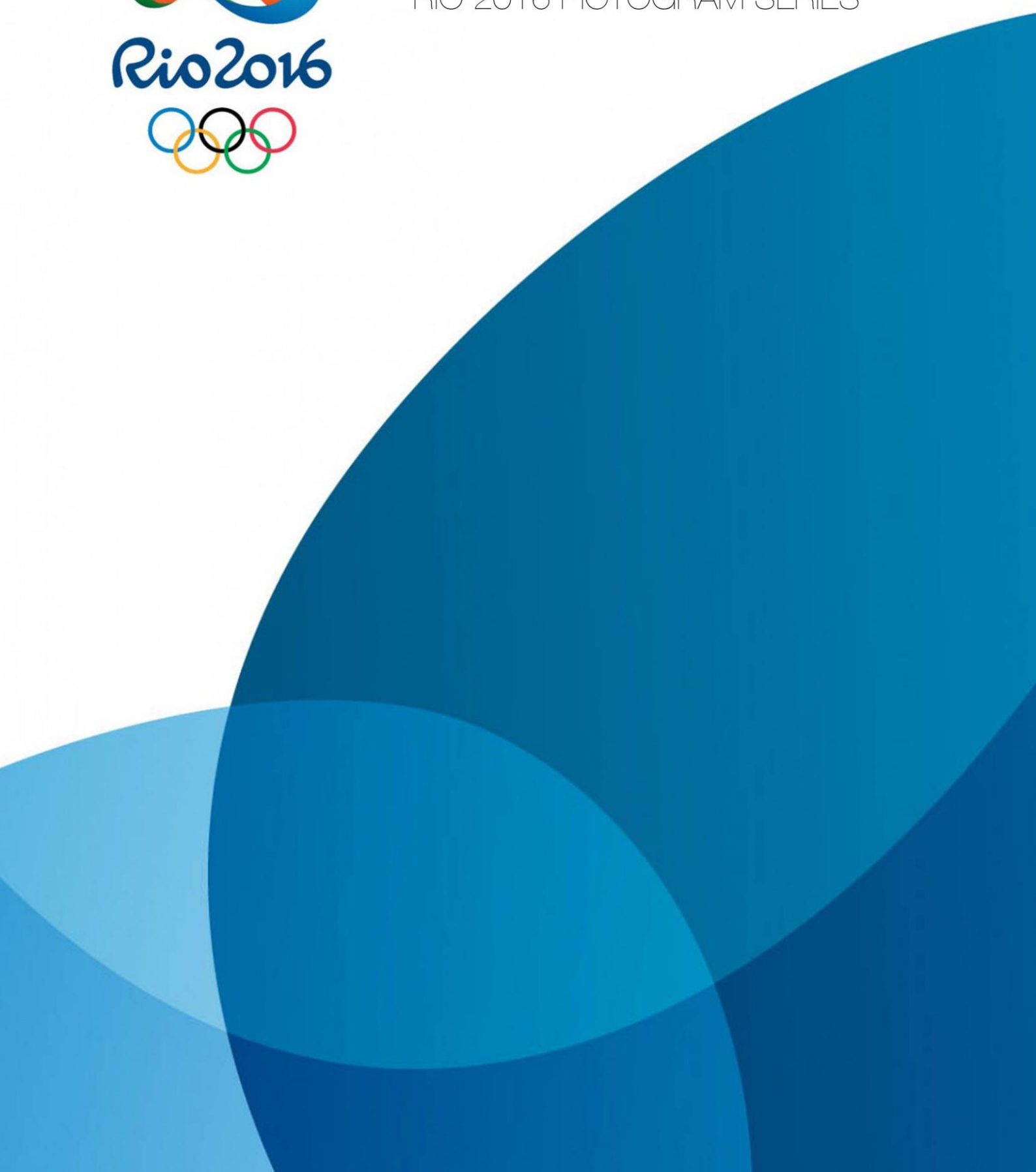
RIO 2016 PICTOGRAM SERIES

INTERNATIONAL
OLYMPIC
COMMITTEE

The Olympic Games are considered to be the world's foremost sports competition with more than 200 nations participating.] The Olympic Games are held every four years, with the Summer and Winter Games alternating, meaning they each occur every four years but two years apart. Their creation was inspired by the ancient Olympic Games, which were held in Olympia, Greece, from the 8th century BC to the 4th century AD. The IOC is the governing body of the Olympic Movement, with the Olympic Charter defining its structure and authority

IOC Chairman Jacques Rogge

Task: Rio 2016 Pictogram Design Proposal
Deadline: March 31st 2014

Objective:
Using Photoshop; design and present an alternative selection of 6 pictograms depicting different sports featured in the Rio 2016 Olympic Games. The pictograms will be used for everything relating to that sport, from tickets for events, to signage around the Olympic Park and on television. A set of pictograms have already been designed for the Rio 2016 Olympics, your task is to create your own version.

You can design the pictograms any way you like – use your imagination!
Your submitted work should meet the following criteria:

Your design must:
• Be different to the existing pictograms
• Use the same colour pallette
• Use a different shape
• Depict 6 different sports

Each Pictogram must:
• Fit dimensions 200px X 200px
• Be at a resolution of 300 per inch
• Be full colour and saved in RGB colour profile

Your final presentation must:
• Be no smaller than A4 document size
• Be scalable to A3 document size
• Include all 6 images
• Have 20px space (margin) between each pictogram
• Include the main Rio 2016 Logo
• Include a Heading Title
• Not give written explanation for each image – the image must explain what sport it represents

Your submitted (digital) work must include:
• 6 individual pictogram files
• 1 final presentation file (scalable to A3)
• Must include a folder containing all source material (photos, drawings, and experimental work) used to create your designs

Resources

What is a Pictogram?

A pictogram, also called an 'icon', is an image that conveys its meaning through its pictorial resemblance to a physical object. Pictographs are often used in writing and graphic systems in which the characters are to a considerable extent pictorial in appearance. Pictographs can often transcend languages in that they can communicate to speakers of a number of tongues and language families equally effectively, even if the languages and cultures are completely different. This is why road signs and similar pictographic material are often applied as global standards expected to be understood by nearly all.

International Laundry Symbols
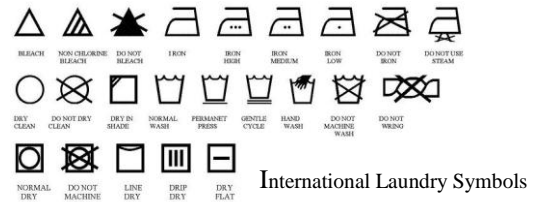
Think About!

How will you get the images you need for the different sports? Will you hand-draw images and scan them in? Will you search for images on Google? Will you take your own photos and upload them?

How are you going to find out which colours to use? Remember they need to fit with the actual brand and design of the real pictograms and logo.

How are you going to record your design process? Try saving screen shots of your design process as you go along. Why not keep a folder with them in – remember to name the files so that you can remember what actions they show...

What about the final presentation? Ok, it needs to be laid out on an A4 document for printing, but it's useful to know that your actual presentation can be any shape and layout that you want. You line up your pictograms in a single row, 2 rows of 3 pictograms etc. will they be laid out horizontally or diagonally?

Where should you position your logo? Do some research on the Rio 2016 and see if there are any rules about where it can be placed on a document.

Your final presentation could have a background? What about a nice picture of the Amazon rainforest? What happens if you put your pictograms on top? Will they still be visible?

List of Rio 2016 Olympic Sports

Aquatics	Cycling	Gymnastics	Taekwondo
Diving	BMX	Artistic	**Tennis**
Swimming	Mountain biking	Rhythmic	**Triathlon**
Synchronized	Road	Trampoline	
Swimming	Track		**Volleyball**
Water Polo		**Handball**	Volleyball
	Equestrian	**Judo**	Beach volleyball
Archery	Dressage	**Modern pentathlon**	
Athletics	Eventing	**Rowing**	**Weightlifting**
Badminton	Jumping	**Rugby**	
Basketball		**Rugby sevens**	**Wrestling**
Boxing	**Fencing**	**Sailing**	Freestyle
	Field hockey	**Shooting**	Greco-Roman
Canoeing	**Football**	**Table tennis**	
Slalom	**Golf**		
Sprint			

Rio 2016: Colours & Brand Identity

The agency behind the final logo was Tátil from Rio de Janeiro. The emblem shows three figures in dance or embrace. One can also see an abstract silhouette of the Sugarloaf Mountain.

> "*The brand translates the Olympic spirit and the nature, feelings, and aspirations of the athletes, Rio and the cariocas. Different countries, athletes and peoples are joined in a warm embrace – in an individual and collective move, which at a second glance, reveals one of Rio's most beautiful icons, a vibrant Sugar Loaf, radiating joy, unity, celebration, and friendship.*" - Rio 2016 news article

The agency worked both with several values they wanted the identity to communicate. They also looked at shapes in nature and around Rio for the design of the logo. The color scheme was taken from nature with yellow for the sun, blue for water and green for forests and hope.
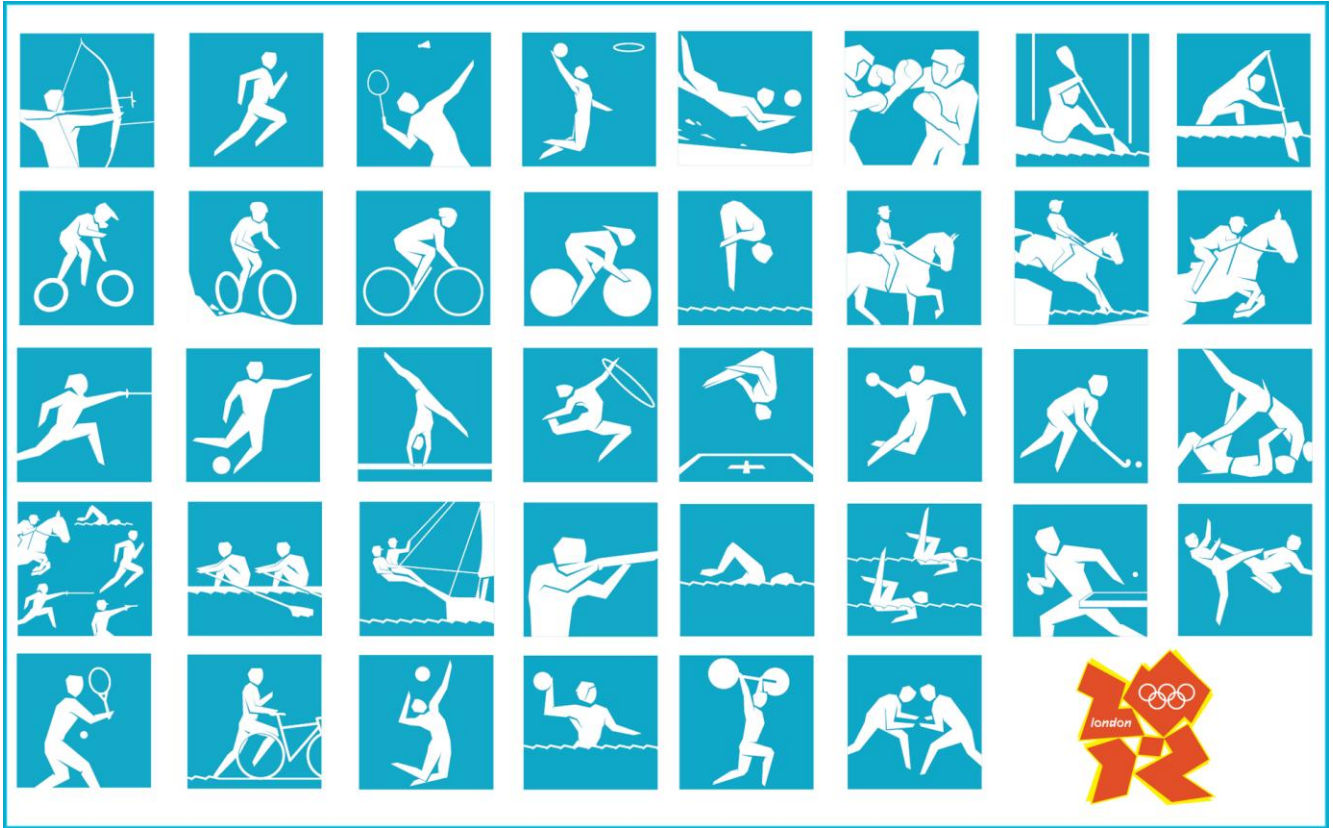
The Rio 2016 symbol is the first truly three-dimensional Olympic logo. It can take a three dimensional form both virtually as well as physically in the form of sculptures.

Inspiration

INTERNATIONAL
OLYMPIC
COMMITTEE

sochi.ru
2014

Above: Pictograms for the Sochi 2014 winter Olympics. Notice how the images are fun and friendly. The outline of the people has been simplified to a basic form.

Left: Notice how the designers have added interesting patterns to the plain blue logos in the above design.