

Designing with the Computer I
Robert Spahr

Illustrator / QuarkXpress – Project 4

Environmental LOGO design for FERN (Foundation for Ecological Research in the Northeast)

Part 1

Specifications:

Mission Statement

Please research

LOGO design will be used for:

Letterhead

Business cards

Web Site Banner

Project requirements:

Preliminary sketches

Research

Final sketches

Actual products

###Note: your final versions should be printed on recycled paper.

Part 2

Additional requirement

One page paper describing the recycled paper-making process, complete with proper citations.

Notes:

Foundation for Ecological Research in the Northeast (FERN) Mission/Vision Statement

It is the mission of FERN to foster research, educational experiences, and the distribution of information supporting the management of ecosystems based on sound science. Further, it is our mission to conserve, protect, and enhance plants, wildlife, fish, and their habitats for the continuing benefit of the people of Long Island, New York, and the Northeast.

FERN is dedicated to the pine barrens and maritime ecosystems of central and eastern Long Island and related systems in the northeast United States. FERN is dedicated to improving the understanding of these ecosystems, including the physical, biological, and chemical processes that shape them, as well as the impacts of humans. FERN accomplishes this through its commitment to:

- Synthesize and disseminate ecological information
- Create well designed, documented and accessible databases
- Establish long-term ecological studies
- Educate the public, resources managers and policy makers to address complex environmental challenges

It is a goal of FERN that these efforts strengthen the management of Long Island ecosystems. Furthermore, these efforts are expected to contribute to our ability to manage public lands and other protected areas in the Northeast.

<http://www.chipr.sunysb.edu/eserc/longis/ferns.html>



**Unripe fruitdots of a Marginal Woodfern
(*Dryopteris marginalis*)**