

Applied Design
Spring 2020
License Plate Redesign

I LOVE to check out the variety of license plates when traveling. Since none of us are traveling right now I thought we can at least experience a little bit of travel fun in our work. Your design task for this assignment is to select **5 states** that need a license plate re-design and create an effective design that demonstrates the essence of the state. You may choose any of the 50 states, you are not limited to the states pictured below.

Project requirements:

- Work may be done physically or digitally
- The license plate number can be random or a vanity style that spells a word
- The design should be made for the general population plates. In other words, it should **not** be a plate for a specific cause or organization that are available in some states (education, wildlife fund, etc.)
- Do some research to find out what would best represent the state
- Make sure you are designing something that would be easily recognizable and readable from a short distance
- Carefully choose your color scheme, font and image placement
- Remember that in design, simple is sometimes more effective than overly complex

