

Project II - Logo Design

Recommended Reference:

Illustrator CS6 for Windows and Macintosh: Visual QuickStart Guide

Internet Resources: (See course web site for several additional links)

7 Principles of Effective Icon Design - <http://psd.tutsplus.com/articles/7-principles-of-effective-icon-design/>

Stephen Looney's YouTube Channel - <http://www.youtube.com/user/GraphicDesignerTips>

Stephen Looney's Web Site - <http://graphicdesigntips.com>

Overview:

This project will expose the student to a variety of challenges often faced in the design and development of a logo or symbol used to visually represent a company, product or service.

Problem:

The student will choose the name of a fictitious company from the list below for completion of project two. This new company or organization will be opening in approximately one month. However, the company does not have a logo or symbol to appropriately identify and represent their organization. The company faces a critical deadline, as their logo must be developed before promotional materials are designed and printed. Their logo will also be used on their company web site, as well as several social media platforms.

Your Job As A Graphic Designer:

1. You'll begin by developing a series of 4-6 thumbnail and/or rough sketches of logo ideas *before* proceeding on the computer.
2. From your initial thumbnail sketches, determine which idea would be most effective for your finished design.
3. Use Illustrator to create your finished logo design. You may use a standard, letter size document for developing your logo.

Project Timeline:

Tuesday, September 20 - Thumbnails due for review

Thursday, September 29 - Mid-Term Exam

Thursday, October 6 - Final logo design due for critique

October 10-11 - Fall Break

Summary:

Completion of project two will result in a finished logo design which appropriately reflects the company or organization it represents.

Indigo Designs

Jewelry & Fashion Accessories

Square One

Architectural Firm

Wink

Matchmaking Service

AquaPro

Swimwear

Heads Up!

Styling Salon

UpperCase

Typestyle Design House

Road Rage

Car Audio Specialists

Courtside Estates

Luxury Garden Homes

Dream On

Sleep Disorder Specialists

Plant Plans

Landscape Design

Java Nice Day!

Coffee House

Iron Maiden

Fitness Centers for Women

Keep in mind...

"If you think logo design is an easy process, trust me, that's a misconception. To begin with, a logo is not merely some colors, fonts and fancy lines put together. It is a brand's identity, to the extent that, more often than not, a logo is more identifiable than the brand's name!"

"A complicated logo is not only difficult to identify, but also repeatedly fails in engaging the audience. A logo is an emblem, not a manifesto. Thus, it needs to be kept simple."