Boston University
College of Communications
Design Strategy & Software
CM323 A1 Wednesday
Spring 2020
Prof. Joyce Walsh

Project 3  Logo Design

Objectives  Concept development
Typographic design
Effective use of color

Format  Logo design = 5” X 3”
For presentations leave = 2” margin around all logo edges

Color  Two colors

Copy  Logo: Company name

Company Name  Choose one from this list
1| Rouge (Tapas restaurant)
2| gogo  (Navigation app)
3| Arancia  (Juice Bar)
4| Intermural Sports Team

Final Presentation  Full color, full size design (≈ 5 X 3) trim paper to ≈ 9 X 7
Mount on one 11 X 14 presentation board

Schedule  3.18  Logo Concept Development
Read Graphic Design Essentials Chapter 6
Brainstorm
Thumbnail sketch ideas for layouts
Select one sketch; create in Illustrator
Refine designs
3.25  Critique Project | Visual Themes | InDesign
4.01  Submit Project 3