

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

Project 3 Logo Design

Objectives Concept development
Have you applied a creative process to create a unique solution?
Typographic design
Is the font professional? Does it express the brand?
Effective use of color
Does the color convey meaning?

Format Logo design will be approximately 7 X 5 inches
Create the logo in a letter size file.

Color Two colors

Copy Logo: Company name

Company Name Choose one from this list
1| Archie's (Comfort food deli delivery app)
2| We Got It! (Paper goods delivery service app)
3| MAX (Cloth face masks Start-up)
4| Hand Sanitizer now made by a Distillery

Final Presentation Save your file as a pdf and put it onto our
Google Drive File Share

Schedule

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