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| Toro  (Tapas restaurant)  
              2| gogo  (Navigation app)  
              3| Zeus  (Greek restaurant)  
              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  10.24  Logo Concept Development  
          Read Graphic Design Essentials Chapter 6  
          Brainstorm  
          Thumbnail sketch ideas for layouts  
          Select one sketch; create in Illustrator  
          Refine designs  
              10.31  Critique Project | Visual Themes | InDesign  
              11.07  Submit Project 3