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