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