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| Roja  (Tapas restaurant)

2| GOGO (Navigation app)

3| Juju  (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