Boston University
College of Communications
Design Strategy & Software
CM323 F1 Tuesday
Spring 2020
Prof. Joyce Walsh

Project 3   Logo Design

Objectives   Concept development
Typographic design
Effective use of color

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| We Got It! (Paper goods delivery service app)

2| MAX (Cloth face masks Start-up)

3| Hand Sanitizer now made by a Distillery

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

Final Presentation   3.24   Logo Concept Development
Read Graphic Design Essentials Chapter 6
Brainstorm
Schedule   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