Project 3 Logo Design

Objectives
- Concept development
- Typographic design
- Effective use of color

Format
- Logo design ≈ 5" X 3"
- Icon 120 X 120 pixels
  For presentations leave ≈ 2” margin around all logo edges

Color
- Two colors

Copy
- Logo: Company name
- Icon: Initial or symbol

Company Name
Choose one from this list
1| Toro  (Tapas restaurant)
2| QK   (Navigation app)
3| Zeus (Greek restaurant)
4| Intramural Collegiate Sports Team
   (Use the name of the sport for the logo)

Final Presentation
- Full color, full size design (≈ 5 X 3) trim paper to ≈ 9 X 7
- Icon 120 X 120 pixels trim paper to ≈ 4 X 4
- Mount both on one 11 X 14 presentation board

Schedule
10.26 Logo Concept Development
   Read Graphic Design Essentials Chapter 6
   Brainstorm
   Thumbnail sketch ideas for layouts
   Select one sketch; create in Illustrator
   Refine designs
   Modify the logo to appear as an icon
11.02 Critique Project | Visual Themes | InDesign
11.09 Submit Project 3