Project 3

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 & Tag line
- Icon: Initial or symbol and no tag line

Company Name

Choose one from this list

1) Verde (Juice bar)
   Tag line: squeeze the day
2) Quikli (Navigation app)
   Tag line: go fast
3) Feta (Greek restaurant)
   Tag line: Greek Taverna
4) Co-ed Local Sports Team (Use sport name for logo)
   Use the town or sponsor name for the tag line

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