Project 3

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| Toro  (Tapas restaurant)
  2| gogo   (Navigation app)
  3| Zeus   (Greek restaurant)
  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
- TBD  Logo Concept Development
  - Read Graphic Design Essentials Chapter 6
  - Brainstorm
  - Thumbnail sketch ideas for layouts
  - Select one sketch; create in Illustrator
  - Refine designs
- TBD  Critique Project | Visual Themes | InDesign
- TBD  Submit Project 3