Project 3  Logo Design  
NOTE: Project 3 is on hold for the Tuesday section

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  11.13  Logo Concept Development  
Read Graphic Design Essentials Chapter 6  
Brainstorm  
Thumbnail sketch ideas for layouts  
Select one sketch; create in Illustrator  
Refine designs  
11.20  Critique Project | Visual Themes | InDesign  
11.27  Submit Project 3