Project 3: Logo Design

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:
11.06   Logo Concept Development
- Read Graphic Design Essentials Chapter 6
- Brainstorm
- Thumbnail sketch ideas for layouts
- Select one sketch; create in Illustrator
- Refine designs

11.13   Critique Project | Visual Themes | InDesign

11.20   Submit Project 3