

Boston University
College of Communications
Design Strategy & Software
CM323 Tuesday
Fall 2018
Prof. Joyce Walsh

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 $\approx 5'' \times 3''$
For presentations leave $\approx 2''$ 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 ($\approx 5 \times 3$) trim paper to $\approx 9 \times 7$
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