Boston University  
College of Communications  
Design & New Media  
CM323  
Fall 2017

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Project 3  
Logo Design

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  
Icon: Initial or symbol

Company Name  
Choose one from this list  
1| Toro (Tapas restaurant)  
2| QK (Navigation app)  
3| Zeus (Greek restaurant)  
4| Intramural Collegiate Sports Team  
(Use the name of the sport for the logo)

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  
10.31  
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

11.07  
Critique Project | Visual Themes | InDesign

11.14  
Submit Project 3