

Boston University  
College of Communications  
Design Strategy & Software  
CM501 BI Thursday  
Spring 2024  
Prof. Joyce Walsh  
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<b>Project 3</b>	Logo Design	
<b>Objectives</b>	Concept development Typographic design Effective use of color	
<b>Format</b>	File size: 8.5" X 11" Logo largest dimension should be approximately 5" Leave an approximately 2" margin around the logo	
<b>Color</b>	One or two colors	
<b>Copy</b>	Company name	
<b>Company Name</b>	Using a noun, name a new restaurant and make a logo for the brand Use only nouns, decide on the type of food, customer and price range Then choose a font and colors to express the brand	
<b>Examples</b>	"Olives" Could be low-cost flat bread pizzas and salads located on a college campus; or mid-range Provençal bistro. "Bubbles" Could be inexpensive bubble tea located on campus for students, or it could be a stylish cafe for desserts & champagne or sparkling water mock-tails for downtown after-work professionals.	
<b>Final Presentation</b>	Upload the final pdf to our Google Share Drive	
<b>Schedule</b>	03.21.24	Logos   Advanced Illustrator
<b>HW</b>		Read Chapter 6 & First draft Project 3 (P3) (pg 186)
	03.28.24	Critique Project 3   Advanced Illustrator
<b>HW</b>		Final revisions Project 3
	04.04.24	Submit Project 3