

Boston University
College of Communications
Design Strategy & Software
CM501 CI Tuesday
Spring 2024
Prof. Joyce Walsh
joycew@bu.edu

Project 3	Logo Design	
Objectives	Concept development Typographic design Effective use of color	
Format	File size: 8.5" X 11" Logo largest dimension should be approximately 5" Leave an approximately 2" margin around the logo	
Color	One or two colors	
Copy	Company name	
Company Name	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	
Examples	"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.	
Final Presentation	Upload the final pdf to our Google Share Drive	
Schedule	3.26	Logo Concept Development
HW		Read Graphic Design Essentials Chapter 6 Brainstorm Thumbnail sketch ideas for layouts Select one sketch; create in Illustrator
	4.02	Critique Project 3
HW		Refine designs & prepare for presentation
	4.09	Submit Project 3