

Boston University
College of Communications
Design Strategy & Software
CM501 G1 Thursday
Fall 2023
Prof. Joyce Walsh
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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	10.26 Logo Concept Development
HW	Read Graphic Design Essentials Chapter 6 Brainstorm Thumbnail sketch ideas for layouts Select one sketch; create in Illustrator
	11.02 Critique Project 3
HW	Refine designs & prepare for presentation
	11.09 Submit Project 3