

Boston University
College of Communications
Design Strategy & Software
CM501 HI Tuesday
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 | 10.31 Logo Concept Development |
| HW | Read Graphic Design Essentials Chapter 6 Brainstorm Thumbnail sketch ideas for layouts Select one sketch; create in Illustrator |
| | 11.07 Critique Project 3 |
| HW | Refine designs & prepare for presentation |
| | 11.14 Submit Project 3 |