Project 3  Logo Design

Objectives  Concept development
            Typographic design
            Effective use of color

Format  Logo design = 5” X 3”
        For presentations leave = 2” margin around all logo edges

Color  Two colors

Copy  Logo: Company name

Company Name  Choose one from this list
              1| Toro  (Tapas restaurant)
              2| WKR   (Shoe Brand)
              3| Zeus  (Greek restaurant)
              4| Intermural Sports Team

Final Presentation  Full color, full size design (= 5 X 3) trim paper to = 9 X 7
                   Mount 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 & prepare for presentation
           11.07  Submit Project 3