

Boston University
College of Communications
Design Strategy & Software
CM741
Fall 2019
Prof. Joyce Walsh

Project 3 Logo Design

Objectives Concept development
Typographic design
Effective use of color

Format Logo design $\approx 5'' \times 3''$
For presentations leave $\approx 2''$ 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 ($\approx 5 \times 3$) trim paper to $\approx 9 \times 7$
Mount on one 11 X 14 presentation board

Schedule

10.23	Logo Concept Development Read Graphic Design Essentials Chapter 6 Brainstorm Thumbnail sketch ideas for layouts Select one sketch; create in Illustrator
10.30	Critique Project 3 Refine designs & prepare for presentation
11.06	Submit Project 3