Project 3  Logo & Micromark Design

Objectives  Concept development
            Typographic design
            Effective use of color

Format  Logo design = 5" X 3"
        Micromark 120 X 120 pixels
        For print outs leave =1" margin around all logo edges

Color  Two colors

Copy  Logo: Company name & Tag line
      Micromark: Initial or symbol and no tag line

Company Name  Choose one from this list
               1| Circle (local food restaurant)
                  Tag line: farm-to-table
               2| Meet (social media app)
                  Tag line: let’s go
               3| Walkers (comfortable fashion forward shoes)
                  Tag line: cool & cushy
               4| Intramural Sports Team (Use sport name for logo)
                  Use the College name for the tag line

Final Presentation  Full color; full size design (= 5 X 3) trim paper to = 7 X 5
                    Micromark 120 X 120 pixels trim paper to = 3 X 3
                    Mount both on one 11 X 14 presentation board

Schedule  3.16  Logo Concept Development
           Read Graphic Design Essentials Chapter 6
           Brainstorm
           Thumbnail sketch ideas for layouts
           Select one sketch; create in Illustrator
           Refine designs
           Modify the logo to appear as a micromark

           3.23  Critique Project | Visual Themes | InDesign

           3.30  Submit Project