

Graphic Design 1

Studio Assignment 4: Logo for a Company of your choice

A logo in essence is a graphic representation that is either a stylization or abstraction and creates an icon that is easy to read in a fast way to leave a memorable experience for the viewer.

A logo is a non verbal iconographic identity whereas a logotype features words or letters, however we are used to seeing these working together.

Objective:

- Create a logo or combination between logo and logotype. NOT just logotype.
- Create it for a company of your choice. Research company thoroughly do not switch companies half way through
- The logo has to work in both color and black and white.
- Show logo used on a product and on a presentation board for final presentations.

Brief:

1. **Research:** Consider all the possible images and icons that might represent the company you chose in your sketchbook by making a brain storming list. Distill that list down to the most promising by doing lots of sketches in your process book. List of 50 ideas in process book. 7 initial sketches of the best of the 50. 3 ideas taken into fully developed sketches and color drawings
2. **Translate:** Transform your most promising logo or logos by experimenting with various illustrations, typefaces, forms, line widths, figure/ground situation and the feeling or attitude of the logo using Freehand or Photoshop. Various drafts of chosen idea, try many different versions, at least 7.
3. **Formalize visual consistency:** This means once you have found the elements you want in your logo you have to take all the parts and have them in visual agreement with each other, make sure there is a seamless flow to your design and that each area links with the other. We will have group critique of this stage.
4. **Refine and Finish:** At this final stage you have to think about how your logo will reproduce both small and large and in color. Get rid of any superfluous marks that don't add anything to your logo. Printed final of logo printed in black and white and color and in use on a product. Final to be printed and matted and presented through a presentation board that shows it in practical use, both large and small, in color and black and white. You will have to sell your logo to the class and explain its concepts.

<u>RESEARCH</u> DUE Oct 11 30 points	List of 50 ideas in process book 7 initial sketches of the best of the 50 3 ideas taken into fully developed sketches and color drawings
<u>TRANSLATE</u> DUE Oct 18th 30 points	Various drafts of chosen idea, try many different versions, at least 7.
<u>FORMALIZE and SIMPLIFY</u> DUE OCT 23rd	Post your refined logo to website for group critique.
<u>REFINE and FINISH</u> Due OCT 30th 40 points	Printed final of logo printed in black and white and color and in use on a product. Final to be printed and matted and presented through a presentation board that shows it in practical use, both large and small, in color and black and white.