

LOGO DESIGN *MATRIX*.



DESCRIPTION

This is a Logo Design project that is meant to push your creativity, experimentation, and exploration with different aesthetics as well as honing your ability to create successful marks. This is a quick project, so, we will be experimenting with expediting our process and making techniques. See matrix on the following page for categories. You have choices if you would like to edit any of the criteria.

WATCH & REVIEW

- | | |
|---|---|
| <p>1. Within this assignment you must complete and explore the following requirements per quadrant:</p> <ul style="list-style-type: none"> a. Sketching b. Naming c. Logo Design per Quadrant d. Extra credit: Consider applying your logo, and other design elements to package designs or other objects to expand your portfolio. | <p>Pick 2 logos and design the following:</p> <ul style="list-style-type: none"> a. Business Card [two total] b. Letterhead [two total] |
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|---|---|
| <p>2. Student Work Examples</p> | <p>https://drive.google.com/drive/folders/1rRTpL1NBn2FPH1WBmt-e6Htvo_j1cR1f?usp=sharing</p> |
| <p>3. Overview Video. [Carrie Video.]</p> | <p>https://youtu.be/7-_lu49qKw</p> |
| <p>4. Assignment Process.</p> | <p>See following pages.</p> |
| <p>5. Watch.</p> | <p>How To Present Logo Designs and Identity Projects to Clients
<https://youtu.be/BSxg87CoOu4>
Q: Make a list of the recommendations in this video?
Q: After watching this video what ideas do you have?</p> |

COURSE LINKS

- | | |
|--|---|
| <p>a. What do I want and what am I looking for in your work?</p> | <p>http://www.carriedyer.com/assets/z_what_i_want.pdf</p> |
| <p>b. Assignment Submission Process.</p> | <p>http://www.carriedyer.com/assets/v_submission_process.pdf</p> |
| <p>c. Critique Process.</p> | <p>http://www.carriedyer.com/assets/u_critique_process.pdf</p> |
| <p>d. Due Dates.</p> | <p>See Calendar. Calendar is accessible on website.
http://www.carriedyer.com/-/t-.html#courses</p> |
| <p>e. Design Process.</p> | <p>Design Process is required with every project. See link below for details and ideas.
http://www.carriedyer.com/assets/t_design_process.pdf</p> |
| <p>f. Grading Rubric.</p> | <p>http://www.carriedyer.com/assets/i_grading_philosophy.pdf</p> |
| <p>g. Participation Grade Rubric.</p> | <p>http://www.carriedyer.com/assets/class_participation_rubric.pdf</p> |
| <p>h. Course FAQ's.</p> | <p>http://www.carriedyer.com/assets/fag_-_pdf</p> |
| <p>i. Website Link.</p> | <p>http://www.carriedyer.com/-/t-.html#courses</p> |

OBJECTIVES

- a. Students will explore logo forms [wordmark, lettermark, symbol, badge, and other types of logos] as a vehicle to establish identity
- b. Students will create logo designs that evoke different visual aesthetics & styles
- c. Students will consider identity systems using typography, hierarchy, and styling in these studies by creating a business card and letterhead

CONSIDERATIONS

Consider the following:

- a. What is a successful logo design?
- b. What characteristics do successful logo's possess and harness?
- c. What should you avoid with logo design?
- d. How do you create a logo design that is timeless, memorable, unique, and carries a lasting affect on the viewer?

READING

Reference the following texts:

- 1.] *Area 2*, by Editors of Phaidon Press, ISBN-10: 0714848557
- 2.] *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 4th Edition, by Alina Wheeler, ISBN-10: 1118099206
- 2.] *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design Paperback*, by Marty Neumeier, ISBN-10: 0321348109

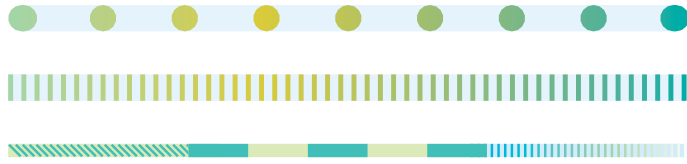
VISUAL EXPLORATION

Visual Exploration is important. Below are examples of successful and creative design. A lot of these examples are Award Winning. I give you these links to explore and develop aspect of your own aesthetic. The Examples here are examples of my inspiration.

- a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>
- b. Soap Package Design: <https://www.pinterest.com/carrieadyer/soap-package-design/>
- c. package design → Δ: <https://www.pinterest.com/carrieadyer/package-design/>
- d. / l o g o . design <https://www.pinterest.com/carrieadyer/l-o-g-o-design/>
- e. brand guidelines / / / <https://www.pinterest.com/carrieadyer/brand-guidelines/>
- f. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>
- g. \ T Y P 3 _Candy. <https://www.pinterest.com/carrieadyer/t-y-p-3-candy/>
- h. surface d3sign / / / / pattern: <https://www.pinterest.com/carrieadyer/surface-d3sign-pattern/>
- i. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>
- j. Books-Zines. <https://www.pinterest.com/carrieadyer/books-zines/>
- k. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>
- l. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>
- m. Word Project. <https://www.pinterest.com/carrieadyer/word-project/>
- n. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analoge-type/>
- o. Hand Drawn Phrase. <https://www.pinterest.com/carrieadyer/hand-drawn-phrase/>
- p. Illustrated Letter Environment. <https://www.pinterest.com/carrieadyer/letter-environment/>
- q. Typographic Collage. <https://www.pinterest.com/carrieadyer/typographic-collage/>
- r. Intersecting Words. <https://www.pinterest.com/carrieadyer/intersecting-words/>
- s. Experimental Typeface. <https://www.pinterest.com/carrieadyer/type-specimen/>
- t. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>

MATRIX. |

	1 [PAPER COMPANY]	2 [BEE COMPANY]	3 [TECH COMPANY]	4 [RESTAURANT]
CORPORATE AESTHETIC A	1A.	2A.	3A.	4A.
EXPRESSIVE / EXPERIMENTAL AESTHETIC B	1B.	2B.	3B.	4B.
SCIENTIFIC / INFORMATIONAL AESTHETIC C	1C.	2C.	3C.	4C.
WHIMSICAL / CHILDLIKE AESTHETIC D	1D.	2D.	3D.	4D.

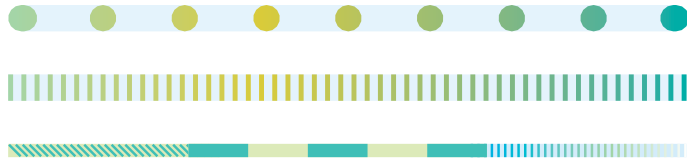


ASSIGNMENT PROCESS.



Assignment Process:

- a. *DESIGN PROCESS.** Students are expected to utilize, develop, and document design process, design thinking, and problem solving in every project. Students are required to visually document their process and turn process work in with every critique as a separate folder or PDF file. Aspects of grade will reflect the presentation of the process work and depth of process student explored. > **DESIGN PROCESS LINK:** http://www.carriedyer.com/assets/t_design_process.pdf
- b. PART 01: PREPARATION / RESEARCH / VISUAL RESEARCH.**
__ Visual Research: Make a Pinterest board pinning 25-50 examples of logo design that inspire you. See the following: <<https://www.pinterest.com/carriedyer/l-o-g-o-design/>>
__ Design Process: Create 12 sketches of ideas. Recommended 36-50.
__ TRIP: Make a trip to the store. Target is one of the best places. Take your sketchbook. What do you see? Are there specific logos that attract your attention? Why? Are there logos that you find uninteresting or bothersome? Why is that? Are there certain styles, typefaces, color schemes that stand out? Write about these things in your sketchbook. Take pictures with your smart phone.
- c. PART 02: SKETCHES / DESIGN PROCESS.**
__ Start translating your sketches and ideas to the computer. Consider how you can style your typography and imagery using formal considerations & color. Experiment and avoid getting stuck to one idea.
- d. PART 03: TEXT BOXES / DUPLICATE / TYPEFACES.**
__ Type out the name for each logo in a text box in Adobe Illustrator. Duplicate each text box 20 times. Pick a different typeface for each of the 20 text boxes for each title. Afterwards observe and analyze. Consider the different styles and their personalities. Duplicate the text boxes that you think have potential. Try experimenting with the type and symbology to see how you can articulate the essence of the brand design & logo by using size, scale, rotation, alternate plane, different typefaces or styles, special characters, etc.
- e. PART 04: RETURN TO RESEARCH & COMPARE.**
__ Return to research on Pinterest. Pick out logo design work that you consider as exceptionally crafted. Why are they successful? How are your logo designs in comparison? What do you need to work on? What are you doing well?
- f. PART 05: PROTOTYPING / PRINTING.**
__ Consider printing all draft logos on 4"x4" tiles with each logo in the center at 2" at the most. Trim around border. Repeat process with logo's printed at 1" at the most. Trim around border.
- g. PART 06: REVIEW / REFLECT:**
__ Group up. Review your work. Discuss successful elements and elements that need work.
__ Consider taking a moment to write some notes in your sketch book. What did your group members say? Do you agree with them? No all critique is right for you but all critique is important to consider. Write about what you think after talking.



STUDENT WORK.



Business:

Paper

Pure Paper

Bee

Busy Bee

Tech

Pixel

Resturant

Tea Time

