

Graphic Design- Photoshop- Logo

Design Assignment: Due Thursday March 8th

You have been selected to design a logo for a new company. Incorporate the Type tool with imagery to create a simple yet bold logo design that communicates the essence of the company.

Developing ideas:

Complete the logo design visual research assignment

Come up with an idea for a particular company for which you would be interested in designing a logo.

Once you have an idea for the type of company you wish to design for begin brainstorming ideas in your sketchbook. What are some symbols that might work to represent the company? What NAME would you give to this company that is concise, and truly represents what the company sells.

Start out by sketching out ideas (you will turn in 3 sketched ideas with your final grading sheet). Arrive at a decision as to which of the three ideas you will proceed to define visually.

Your Design Criteria:

The design should visually represent the feel, philosophy, or product of the company

The design should be simple and bold, not too cluttered or complex

Use not more than 2 colors plus black and white

Incorporate simple shapes or Imagery with Font/Typography (initials or name of company)

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