



Visual Communications

:: project

Logo Design and Personality

If you were represented as a logo what would you look like? Design a logo using your name, parts of your name, nickname or initials.

:: project overview

You will design a logo using your name, initials or parts of your name. The logo will then be made into a tag for your computer. You will learn about using text in Illustrator and a few basics about art & design.

:: parameters

1. The font should reflect something about your personality
2. The letterforms should be sculptural or form a symbol
3. The color(s) should reflect something about your personality
4. You should think about the artistic and sculptural properties of the letters
5. The finished tag will be laminated and should easily fit on your computer
6. You should be able to explain *why* you made some of the design choices you did and how they convey something about your personality and personal characteristics

:: process

Log on to the WIKI site: www.viscomclass.wikidot.com

Go to: SPRING – Spring Assignments – Logo

1. We will look at professional examples of logos that use letters and talk about how they function and what they 'say.'

2. HOMEWORK: NY Times Article 'Warmer and Fuzzier': Read, highlight, write 3 insights or notes

3. Spend some time exploring the type, shape and pen tools in Ai. Know how to: A) create outlines on a letter so that you can scale it up or down or rotate it B) change the font of the letter, C) change the color of the letter, D) change the color of the stroke (outline of the letter), E) use glyphs, F) import an image or clip art to use with letterforms.

4. Fill out the 'Logo Worksheet.' You can type in the answers by opening the document in Open Office. Use the 'List of Adjectives' link if you need help thinking of the right descriptive words to use. **Be as specific as you can and choose your words carefully.**

5. Take another look at the 'Professional Examples' of logos on the wiki site. Which do you like? Not like? What works? What doesn't?

6. Experiment in Adobe Illustrator with your initials/name/nickname. Look at the letter forms that you are using and 'listen' & respond to their forms. **READ the 'What do I do?'** pdf on the wiki site.

7. Once you've completed your design, share it with people to get feedback. (**peer review**) Incorporate any feedback that you think is valid. Revise your work.

8. Make sure your logo will fit on the front of your computer.

9. Print out your logo.

10. Laminate! Don't waste laminate – BUDDY up!

:: design considerations

- ✓ Print on a colored piece of paper (and how will the colors of the text 'mix' with the color of the paper?)
- ✓ Use separate text boxes for each letter?
- ✓ Mix different fonts ?
- ✓ Use gradients?
- ✓
- ✓ Stroke weight?
- ✓ Positive and negative shapes & space
- ✓ Color
- ✓ Framing devices?
- ✓ Use drawing tablet or not?
- ✓ Curvy or straight?