

## GRAPHIC SYMBOLISM

# PROJECT 3

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| <i>Project Title</i> | Logo Design   |
| <i>Schedule</i>      | 2/3 Review Logo Design Project<br>2/8 Logo Design Sketches Due ( <i>and discuss chapter 3 of reading</i> )<br>2/10 Logo Design Progress Review<br>2/15 <b>NO CLASS</b> ( <i>President's Day</i> ) Read Ch. 4 of <i>This Means This...</i><br>2/17 Logo Design Due |

### PROJECT DESCRIPTION

*"Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms - on labels or mastheads, TV screens or letterheads, books or building signs. All marks must be unique, appropriate and relevant. So they have to be designed. To be anonymous in a competitive world is to be dead."* (Pentagram.com).

I think the best advice about creating logos is found in the second sentence above. "All marks must be unique, appropriate and relevant." Those 3 keys are what make a logo for something perfect. A logo is a graphic representation that identifies a company, product, brand, service, iPhone app, band...you name it. But in order to be successful it has to be a perfect blend of unique while still being appropriate not only for what it is for (i.e. company, product, brand...) but also appropriate for the audience it is trying to reach and relevant to itself and it's audience.

Remember as visual communicators our goal is to be able to let people know in an instance (or maybe longer depending on what we are trying to say) not only what something is but also how they should feel about it.

A key example of being unique. Starbucks is the number one chain of coffee shops in the United States. Yet if you asked most people to design a coffee shop logo you would get something with a coffee cup or even a coffee bean. That is why Starbucks is a successful logo. It DOESN'T do that. The emblem is that of a mermaid because they are from Seattle and felt the mythical creature that was known for it's passion and beauty was something they wanted to say about their coffee. That it is a good thing and you should just wish to see a cup of it and be passionate for it. Sounds a bit far fetched doesn't it? But um who is the number one chain of coffee shops in the US?

Logos are about being expressive. They are about communicating a visual message in terms of feeling through their choice of style, shape, color, simplicity (or complexity). It is all about what the brand wants to say it is.

### PROJECT GOALS

I know some professors give full reign where you create the entire brand and others what to make it "more real life" and tell you what the name is and what the brand does. So here is the deal. The logo you are to create is for any company (a fictional one, your not redesigning the Target company), product, brand, service, etc. of your choosing. But the kicker is you have to use the name I choose. You can make it whatever you want and it will have to be unique, appropriate and relevant to what you choose, but you have to use my word for the name.

The word/name in which you are to create your brand is **VORTEX**

I want you to really ideate (think) on this one, what does your brand do? Make a word list this time even before sketching. How do you want people to feel or react to your mark? What does it do or provide? What

makes it different from it's competitors? What makes it unique in a competitive market? What colors are appropriate or visually communicate your brand?

As per sketches I still want them done by hand on paper with either pen or pencil. Try to go larger this time. Say 1 sketch per 11" x 8.5" piece of paper. I want to see a minimum of 5 well thought out sketches and word lists for each sketch. We should be able to see some of these thoughts and feelings come through in your sketch even if just minutely.

Final output will be on 17" x 11" color print outs mounted nicely to black letramax with a 2" boarder on every side. The logos will be arranged with a Black and White version big on top and small on the bottom on the left-hand side and a Color version big on top and small on the bottom on the right-hand side. You will also need to cover your project with a sheet of tissue/tracing paper taped at the top on back and then folded over. Also just as in the previous two projects you will need to submit a PDF of your project either by email (please send it to my Gmail account) or on CD the day the project is due.

