

A Willcocks ART 41
Assignment 4

CREATING A LOGO AND SETTING UP BRANDING IDEA.

This project is merging your 2 previous assignments.

You will be creating a logo with text.

Set up the logo in a 3.5" minimum height..

Use images to reference the feel that inspired you (see blog)

Printed on 8.5" x 11"

OBJECTIVES:

- Developing your skills of observation and deduction for a visual representation: to condense visual shapes into various degrees of simplified forms
- Remember your negative and positive space.
- Set up a series of branding options for your logo color

PROCESS:

- research:
 - who is your audience
 - who is your competition
 - what is your idea
 - you do not have to use your existing animal.
 - in fact modify it or render your image > simplify > change
- Sketch up a few ideas
- Set up a new document
 - import sketches into your document
 - lock layer and dim
 - map out your plan to simplify your logo.
 - use layers, name layers
 - keep it simple - see instructions
 - This project is about honing your skills with shapes, colors and basic tools

Objectives

1. continue to practice Adobe illustrator skills
2. learn the essentials of simple repetitive use of tools
3. Illustrator techniques:
 - smart guides, align,
 - text > character
 - grouping, combining objects and lines
 - object > offset > pathfinder
 - reflection
 - global color >tonal range
 - stroke, rounding corners
 - branding color options
 - graphic styles - applying