

ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

PRINCIPLES OF DESIGN:

CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

Logo Project Step 1/4

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to gather and analyze various good and bad logos. Organize your findings into related and non-related to your company groupings. Draw on or highlight the things all of the good logos have in common. You may even want to create a page of BAD logos as well. Point out what things we may want to avoid when brainstorming our logos as well.

Second, you should gather images or photographs relevant to your company. You might gather images of a specific type of reptile to help you incorporate elements of their anatomy better into your final piece. Remember logos are distillations or simplifications of complex ideas, so having more examples will help you to identify trends and will help you simplify your symbol concepts and sketches later.

Finally, print out and sketch on the last pages. You will want to look at the image examples of good and bad logo sketches. Use a black gel pen and sharpie or prisma color marker to draw your ideas. Make your logos solid rather than outlined, logos should be bold. Remember you are only drawing the symbol portion of the logo and not really worrying about the typography yet. Just focus on the symbol sketches this week.

STUDENT NAME: Type name here.

LOGO PROJECT PART 1:

The most challenging thing to this project was being able to be creative with only a limited amount of things actually relating to the logo and the decided company I made up. It was hard to make designs and shapes that flow together to show a little relativity. My abilities that I found on my own aren't as good as I thought I could be and I felt limited on the designs that I could create.

LEARNING SUMMARY

As I was doing the research for these projects I was a little too excited thinking that it was going to be easy to find horrible logos but in reality I found a lot of logos very appropriate for their intended use. I noticed characteristics between different logos and how well they were overall. It was hard for me to think of designs however for my own project company that I made up for fun with the use of flight. The logo sheet helped me to remember to not use a lot of detail and be basic even when it comes to color contrast. They also allowed me to see the shapes that are useful and effective. I noticed that good logos are simple and limited and barely have anything to them while bad logos are too detailed and annoying to look at, they hurt your eyes and sometimes don't go with what they are advertising. The play exercise was good to help you be creative and use thinking with the subject you are trying to display and they are also useful to show what it is you are trying to accomplish with only a little amount of things.

LOGO WORKSHEET:

This worksheet should be filled out BEFORE you start sketching the brandmark portion of your logo signature. Please replace the " _____ " with your own text.

Project Details:

Design a logo for a flight exhibit

Company/Exhibit Name:

Glory Wings Exhibit

Tagline:

Retired military aircraft with art Exhibit

Exhibit Details:

Glory Wings is an exhibit of old retired military aircraft that have helped saved lives in times of war all over the world mixed with drawings from artists of aircraft.

Target Audience:

The targeted audience is the general public and anyone who would be interested in aircraft and art both young and old.

Project Objective:

To create a logo that blends art and aviation into one without making the logo look like an airline company and reveal the concept of inspirational art in aircraft.

Emotional/Rational Characteristics:

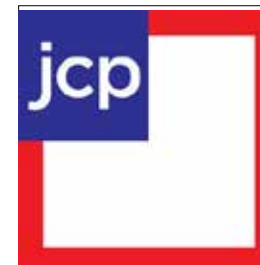
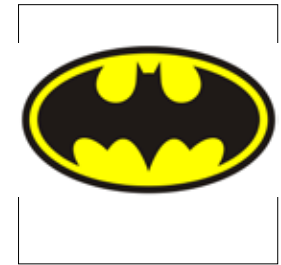
Glory Wings exhibit should be formal with a touch of excitement showing elegance and sharpness. It should show remembrance of what the planes past was like flying up in the sky. The colors should be light to show a renewing of interest in these war birds.

GOOD LOGO INSIGHTS:

I think in every good logo there are simple shapes and colors that stand out and relate somewhat to the things that are being promoted or they are symbols of what that corporation is marketing. Some logos you can tell what they relate to without the words needed.

LEARNING SUMMARY:

What I see in these logos are simple shapes such as circles and simple lines with curves, they create motion in the logos and you can spot them anywhere. I also like how they all seem to use abbreviations which makes the logos seem nice and people remember them better. I like how they also use symbols to illustrate the names of the company such as shell. I like also how Target uses circles setup as a target as their logo. I like the simplicity of colors they use in their logos too, they are mainly one or two colors only. What I learned from looking and thinking about these logos it is important to keep things simple and minimize the amount of detail. Also a cool effect a few companies use is glare or an effect that makes it look shiny.

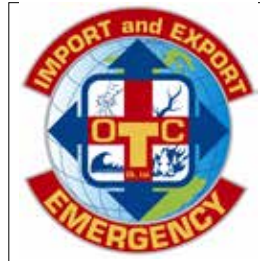


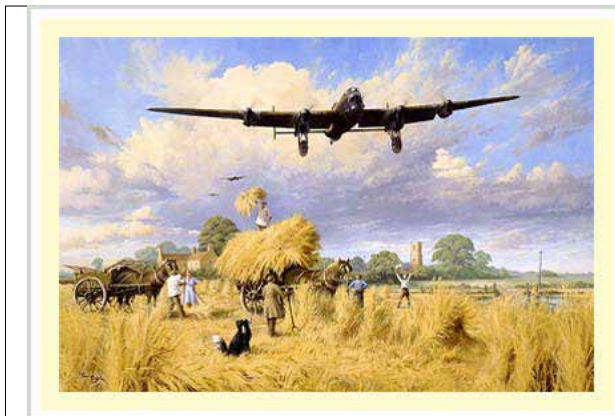
BAD LOGO INSIGHTS:

When I look at these logos that I think are not all that great I look at the amount of details that could be eliminated or the way they do their typography and how they can be improved.

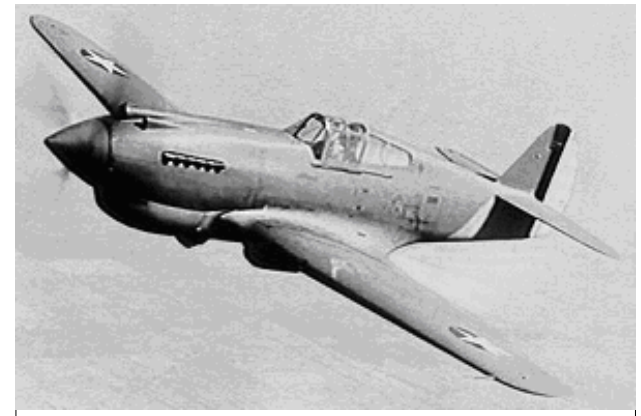
LEARNING SUMMARY:

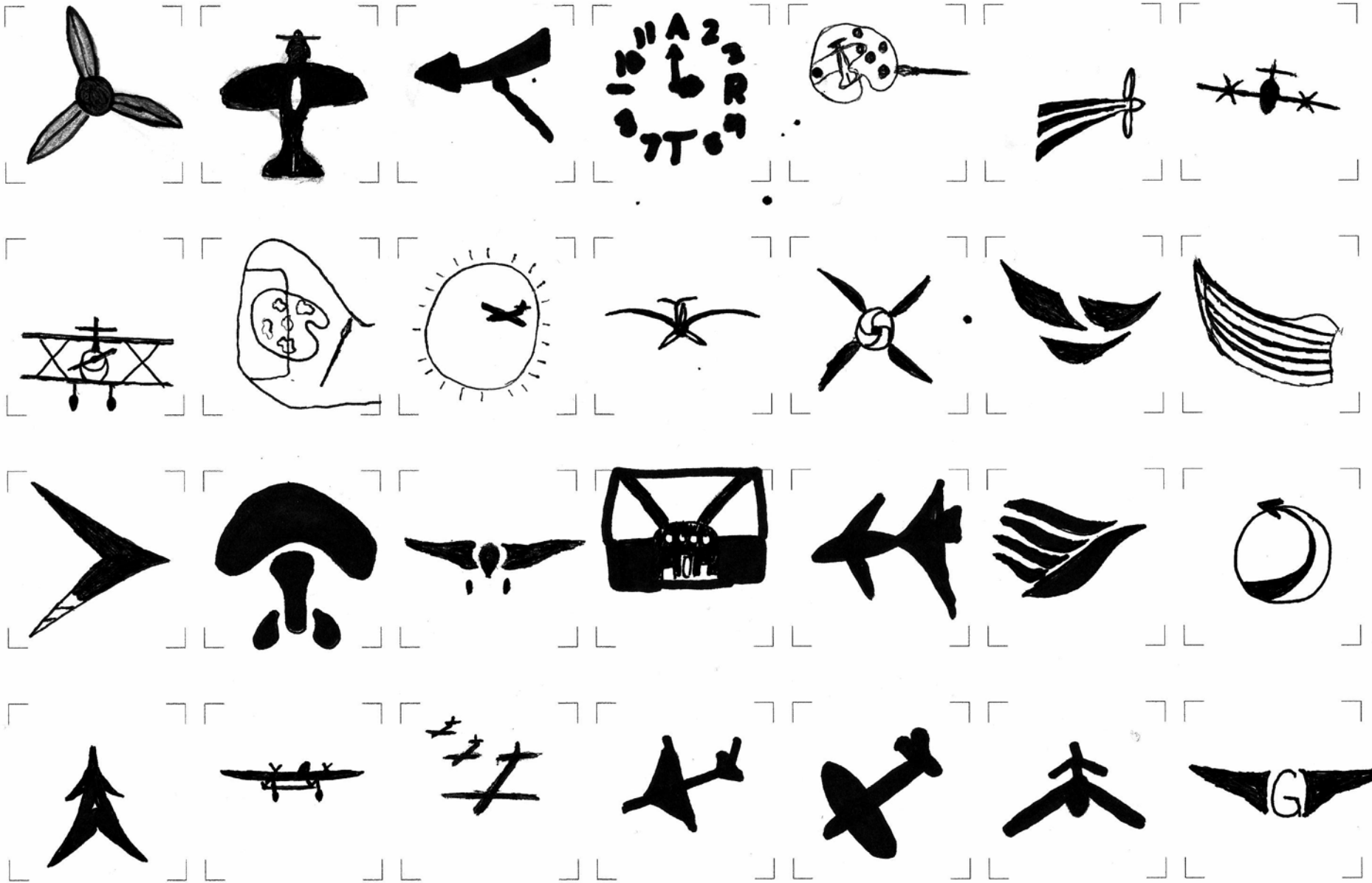
What I learned is that odd shapes and odd colors make things stand out but it doesn't always make logos look good and effective. Also if there is a lot of detail in the logos then it is hard to focus on the main points of the company and the purpose of a logo. I learned that it is in the center of the logo that you notice first and that is not always the best thing. Most bad logos also have lots of colors which can be distracting and look kind of trashy like some tattoos that people get. Using the wrong types of colors can also make the logos difficult to stand out and be hidden in the background.

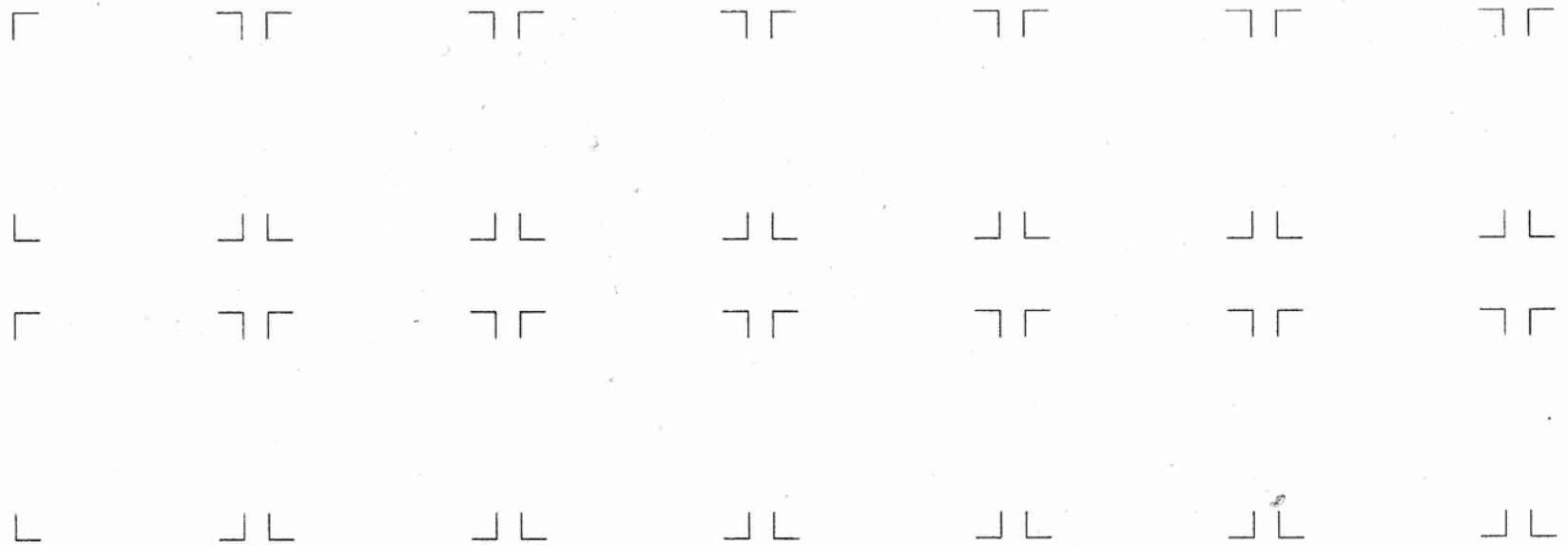
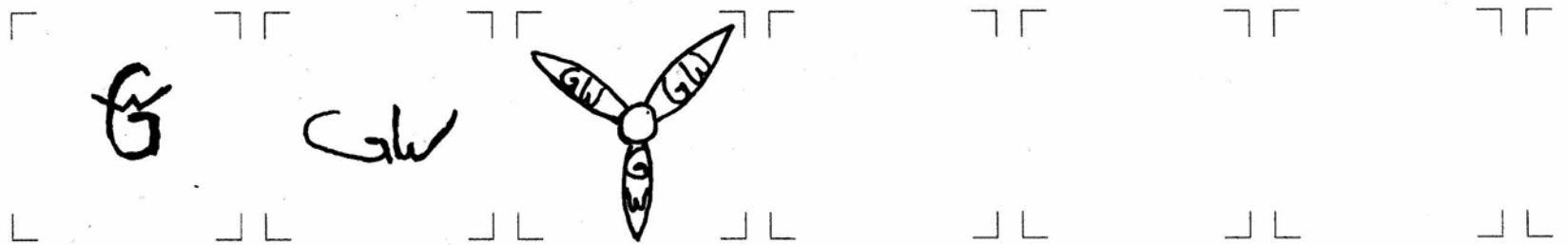
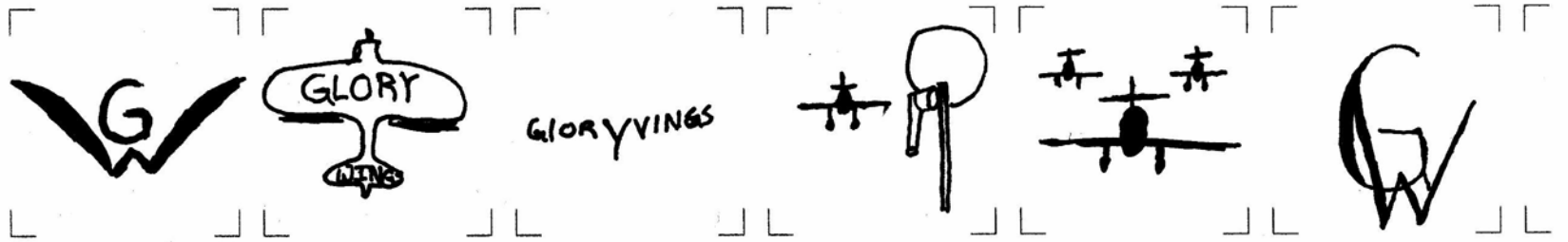












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CATEGORY 6: EMPHASIS

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- Isolation
- Hierarchy

Logo Project Part 2

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to gather and analyze various good and bad logotypes. Organize your findings into related and non-related to your company groupings. Draw on or highlight the things all of the good logotypes have in common. You may even want to create a page of BAD logotypes as well. Point out what things we may want to avoid when brainstorming our logotypes as well. What trends do you notice? What should you avoid? etc...

Second, select your favorite 3 concepts from last week and place them on the appropriate page. Then create at least 10 sketches for each concept to refine the idea and clean it up and prepare it for digital creation.

Finally, create 3 digital variations of each of the 3 concepts. Place the sketch on the template page for reference. (you should have a total of 9 digital variations when you are finished. Then Select 3 possible fonts for each of the 3 concepts and list them on the appropriate page in this template file. You should have a total of 9 fonts altogether. Make sure you write the name of the font you selected in the space provided.

STUDENT NAME: Type name here.

LOGO PROJECT PART 2:

So far this project has been difficult because of the little details with keeping things simple and relative to the ideas. I have also learned that it takes lots of time thinking and creating logos using illustrator and things still never look perfect the way you'd like them to be. I struggle with getting used to all the different tools that can be used for different functions and layouts of the art work. I typically try to use the pen tool and special effects to get the right curves onto the outlines that I am looking for. I noticed that with the adobe programs there are many different Fonts but some of them dont go well with the logos that I have created.

LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did researching good logotypes (fonts) help you with your signature?
2. What trends did you notice in your research?
3. Why do you think most fonts used in logos were simple rather than illustrative or ornate?
4. What common problems did you exhibit last week that you worked on this week?

Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

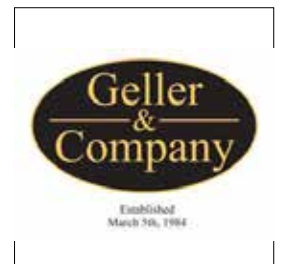
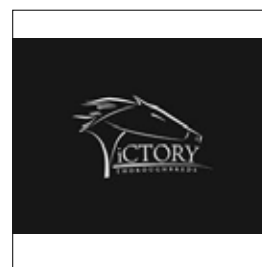
GOOD LOGOTYPE INSIGHTS:

I feel that these are good letter types because they fill in the space appropriately and they reflect somewhat of what they are trying to advertize. I like how creative these fonts are with their logos and details even though not all of the letters are displayed seperately. I would like to use fonts that will blend in with the logo and possibly use the logo with some of the letters.

LEARNING SUMMARY:

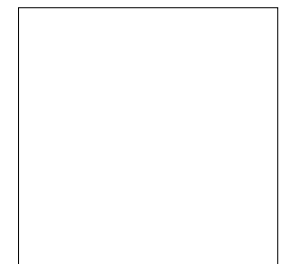
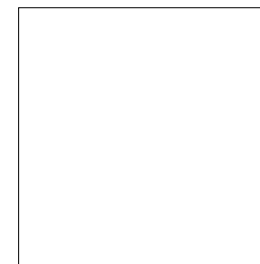
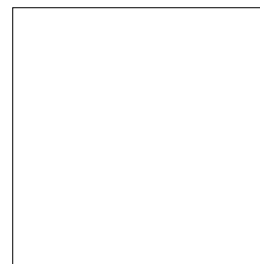
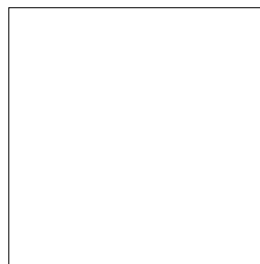
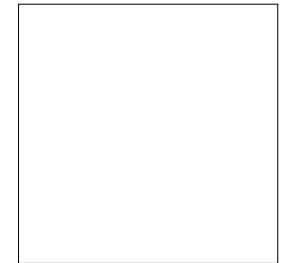
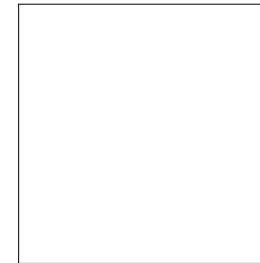
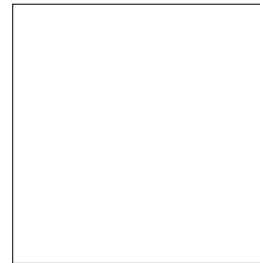
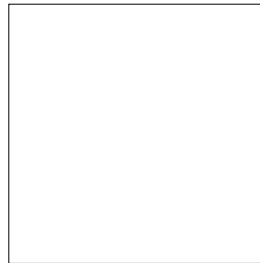
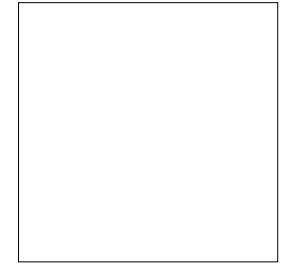
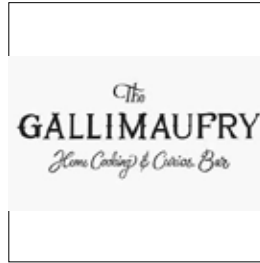
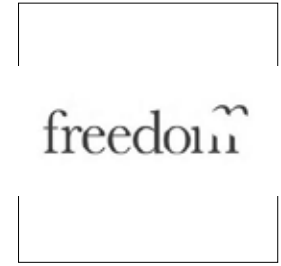
My insight with these are they are unique, simple, creative, partly original, readable, single font, colors are contrasting, I like how they have flow and functionality.

Some of the lettering is professional because of the company it is resembling which makes it appropriate and then there are some that are fun and shows more detail about what they are about.



BAD LOGOTYPE INSIGHTS:

Looking at these logos I consider them to be bad because they have script that is not easy to read or they have a different font that is hard to read. Also I consider them bad because a couple of them have different fonts in the same writing and I feel that it should be all together unless the message is trying to portray something else. I also feel that they shouldnt use more than two colors unless mandatory such as using the word "color" and using a different color for each letter. I feel like those things can make or break a logo from being a Good logo or a bad one.



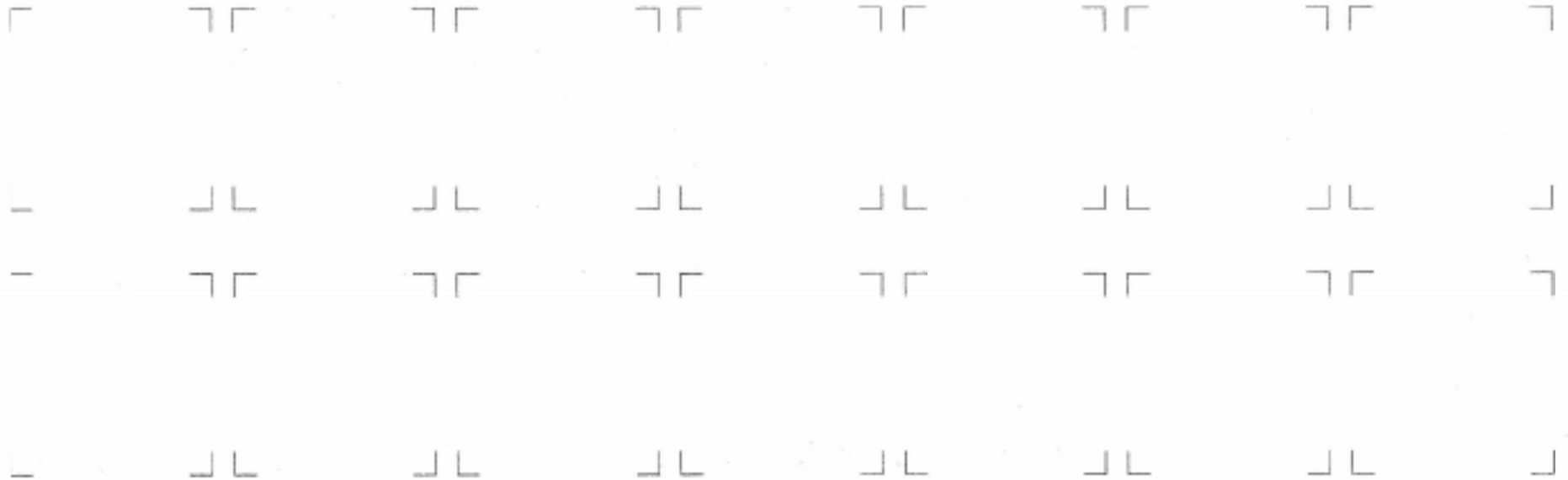


PLACE CONCEPT 1
SKETCH ABOVE





PLACE CONCEPT 2
SKETCH ABOVE



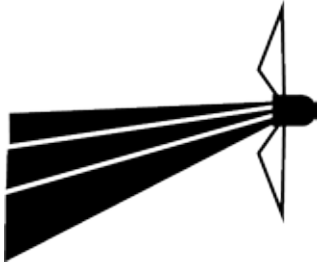


PLACE CONCEPT 3
SKETCH ABOVE





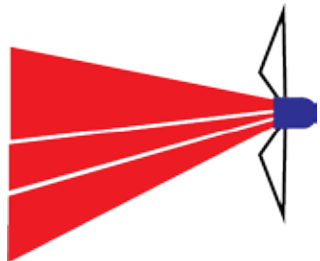
PLACE CONCEPT 1
BEST SKETCH ABOVE



OPTION A



OPTION A



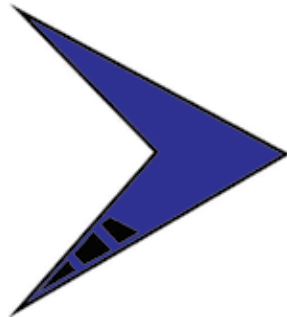
OPTION A



PLACE CONCEPT 2
BEST SKETCH ABOVE



OPTION B



OPTION B



OPTION B



PLACE CONCEPT 3
BEST SKETCH ABOVE



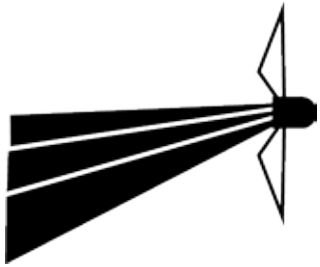
OPTION C



OPTION C



OPTION C



CONCEPT 1 BEST DIGITAL
BRANDMARK

OPTION 1: Hobo STD

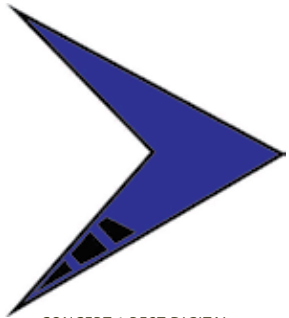
Glory Wings
Birds of Metal

OPTION 2: Bakerville Old Face

Glory Wings
Birds of Metal

OPTION 3: Minion Pro

Glory Wings
Birds of Metal



CONCEPT 1 BEST DIGITAL
BRANDMARK

OPTION 1: Harlow Solid Italic

Glory Wings
Birds of Metal

OPTION 2: BELL MT

Glory Wings
Birds of Metal

OPTION 3: Bradley Hand ITC

Glory Wings
Birds of Metal



CONCEPT 1 BEST DIGITAL
BRANDMARK

OPTION 1: Bauhaus 93

Glory Wings
Birds of Metal

OPTION 2: Brush Script Std

Glory Wings
Birds of Metal

OPTION 3: Charlemagne Std

GLORY WINGS
BIRDS OF METAL

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- Asymmetrical Balance

CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

Logo Project Part 3

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to complete this weeks part of the logo assignment. First you will be selecting your 2-3 favorite directions from last week. Place those in the appropriate place in this template file. Then you will Refine your brandmarks based on feedback from class members as well as the instructor.

Second, create 16 signature variations (combining your brandmarks with logotypes). Create multiple versions of each signature exploring different font choices as well as placement options. Remember to think about how you can alter or modify the fonts/type to reflect the style or personality of your brandmark more appropriately. You will want to DRAW half of the logotypes and render the other half digitally (this means you create at least 8 hand drawn versions where you re-draw the symbol portion or brandmark and combine it with a drawn logotype (not handwritten letters, drawn fonts...see image above)

Finally, create 16 color variations of 2-3 of your best signatures (16 total variations minimum). This is your chance to explore the color you will use in your logo. Pay attention to the principles of color you learned from the book.

STUDENT NAME: Type name here.

LOGO PROJECT PART 2:

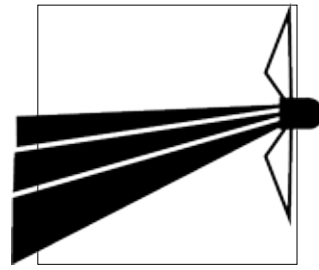
I think the hardest part about this project was the repetitive use of the same logo and thinking of ways to make it different and appropriate to what it was going to be used for. There were just things that didnt go well together and then others seemed like there wasnt any differences. The fonts were also difficult to incorporate with the logos that I had because they didnt always flow like I imagined them they could.

LEARNING SUMMARY:

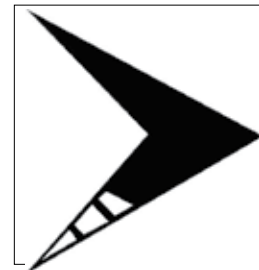
Researching good logos and typography helped me open my mind about the possibilities that I could use my logo with the lettering. I noticed that many of the trends with the logos either just show the logo or the lettering with the logo above or below it. Some of the most successful logos can be remembered without the need or use of lettering because the logo was simple and easily remembered and popular. I think the coloring of the logos adds a lot of contrast with the logos and helps them stand out better. Also something that I remembered from another class is that it is important to make a logo that goes well in black and white along with color for printing purposes which I thought about incorporating in my logos.

BRANDMARK SELECTIONS WITH REFINEMENTS:

These were the best brandmarks because of the simplicity and because they looked the best compared to the other ones that I did. I changes some of the lines and curves to make the logos appear a little better and more eye appealing.



PLACE BEST BRANDMARK
1 ABOVE



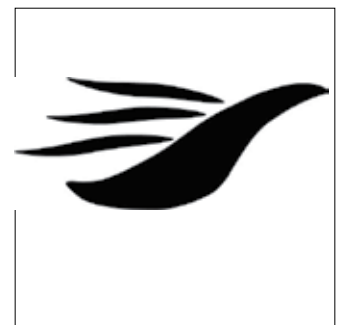
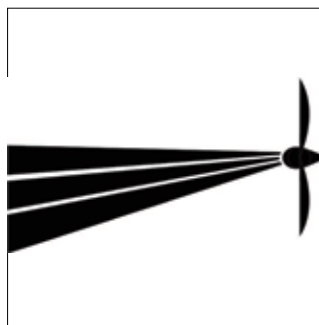
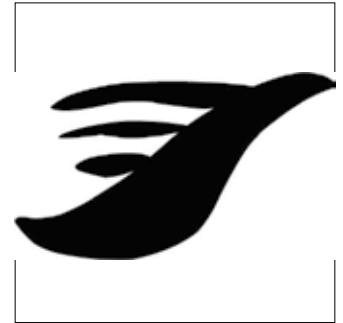
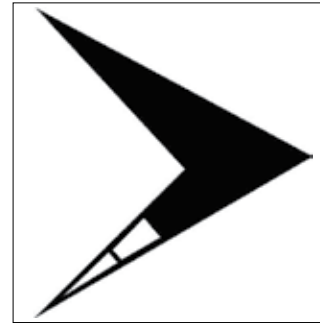
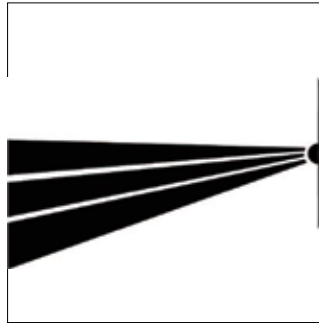
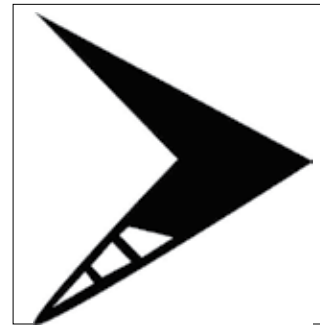
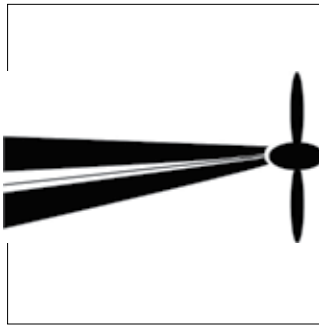
PLACE BEST BRANDMARK
2 ABOVE



PLACE BEST BRANDMARK
3 ABOVE

LEARNING SUMMARY:

I learned that there is a lot of time dedicated to creating a logo even when it seems like it is so simple to make. I learned more about using the tools in illustrator to give corrections with the logos and I learned that you cant do all of this in one night. I learned that certain shapes are also more appealing with color than they are just plain black and white. I have noticed a large change in creating logos from the beginning of this project to present and how much of a difference there is when you put a lot of time to create these logos.



PLACE CONCEPT 1 BRANDMARK ABOVE



PLACE CONCEPT 2 BRANDMARK ABOVE



PLACE CONCEPT 3 BRANDMARK ABOVE





PLACE CONCEPT 1
BRANDMARK ABOVE

Grid of corner brackets for placing Concept 1 brandmarks above the logos.

PLACE CONCEPT 2
BRANDMARK ABOVE

Grid of corner brackets for placing Concept 2 brandmarks above the logos.

PLACE CONCEPT 3
BRANDMARK ABOVE

Grid of corner brackets for placing Concept 3 brandmarks above the logos.



GRAYSACLE CONCEPT
SIGNATURE ABOVE



COLOR OPTION A



COLOR OPTION B



COLOR OPTION C



COLOR OPTION D



COLOR OPTION E



GRAYSACLE CONCEPT
SIGNATURE ABOVE



COLOR OPTION F



COLOR OPTION G



COLOR OPTION H



COLOR OPTION I



COLOR OPTION J



GRAYSACLE CONCEPT
SIGNATURE ABOVE



COLOR OPTION K



COLOR OPTION L



COLOR OPTION M



COLOR OPTION N



COLOR OPTION O



GRAYSACLE CONCEPT
SIGNATURE ABOVE



COLOR OPTION P



COLOR OPTION Q



COLOR OPTION R



COLOR OPTION S



COLOR OPTION T



OPTION 1:

I feel like this logo is the best out of all of them because it is simple and just feels relative and unique with the color and font.

CONCEPT 1 BEST DIGITAL SIGNATURE



OPTION 2:

This option was best because I feel like the font and lettering just went well together and the colors are relative to the era of what the logo is representing.

CONCEPT 2 BEST DIGITAL SIGNATURE



OPTION 3:

This seemed to be the best compared to the other colors and types because of the angles that the lettering and the logo are facing showing movement and the colors are patriotic.

CONCEPT 3 BEST DIGITAL SIGNATURE

GLORY WINGS



