


### Brainstorming - Homework

The first step in the design process is brainstorming. Your ultimate goal is to provide your client with an effective logo design. So, it is important to familiarize yourself with as much about your client's business as possible.

Jot down **ANYTHING** that relates to your client's business. **ANYTHING AT ALL.** This is not the time to question ideas. This is not the time to design the logo. This is simply the time to fill a page with ideas, notes, words, phrases, etc. There are no bad ideas at this point.

Fill **ALL** of the lines below with words, items, phrases, etc. that relate to your business. If you can't fill all of the lines then choose a different business.

- |                     |                         |   |
|---------------------|-------------------------|---|
| <u>METAL</u>        | <u>GREASY HAIR</u>      | <u>ROADIES</u>  |
| <u>ROCK</u>         | <u>LONG HAIR</u>        | <u>TOUR BUS</u>   |
| <u>DEATH METAL</u>  | <u>HEAD BANGER</u>      | <u>TRASH HOTEL ROOMS</u>  |
| <u>HARD CORE</u>    | <u>FIST PUMP</u>        | <u>GROUPIES</u>   |
| <u>THRASH</u>       | <u>GUITAR</u>           | <u>FAN CLUB</u>   |
| <u>AGGRESSIVE</u>   | <u>DRUMS</u>            | <u>OLD ENGLISH FONT</u>   |
| <u>DISTRESSED</u>   | <u>BASS</u>             | <u>IMPERFECT DESIGN</u>   |
| <u>ANGRY</u>        | <u>AMPLIFIER</u>        | <u>DARK COLORS</u>  |
| <u>CD</u>           | <u>FLOOR PEDALS</u>     | <u>T-SHIRT DESIGNS</u>  |
| <u>MP3</u>          | <u>MASSIVE SPEAKERS</u> | <u>DEVIL</u>  |
| <u>CAR STEREO</u>   | <u>SCREAM/YELL</u>      | <u>DEVIL FIST</u>  |
| <u>FAST CARS</u>    | <u>BLEEDING EARS</u>    | <u>HELL-FLAMES</u>  |
| <u>LEATHER</u>      | <u>THUMPING</u>         | <u>LOYAL</u>  |
| <u>STUDS/SPIKES</u> | <u>ROCK RADIO</u>       | <u>FANS</u>   |

Get Mr. Eagen's stamp before moving on.

