

Name: GEDDY LEEPer. 1 2 **3** 4 5

| | | | | not prof | meets | exceeds |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|-----------|------------|
| pg 1 | target market | mi | inc | | | |
| pg 2 | type of business | mi | inc | | | |
| pg 3 | planning for your logo - homework | mi | inc | | | |
| pg 4 | brainstorming - homework | mi | inc | | | |
| °pg 5 | research - extra credit* | | | | | |
| pg 6 | thumbnail sketches - homework | mi | inc | | | |
| pg 7 | more thumbnails - extra credit* | | | | | |
| pg 8 | rough sketch - homework | mi | inc | | | |
| pg 9 | concept 2 rough sketch - extra credit* | | | | | |
| °pg 10 | digital rough | mi | inc | | | |
| °pg 11 | final logo - effective, standards <i>simple, easy to read, compact, modified, targeted, avoids cheesy stunts, 2 or 3 colors, etc.</i> | mi | inc | | | |
| | final logo - the WOW factor! | | | | | |
| | project effort / participation | | | | | |
| | project spelling / grammar | | | | | |
| | presentation / professionalism | | | | | |
| Overall Grade | | A | B | C | NP | INC |

° download, complete, and print these pages yourself

* extra credit for additional thumbnails awarded separately

A = applied it**B = learned it****C = did it**

Overview

The goal of this assignment is to create a fictitious company or organization for which you will eventually design a logo. It is important that you think about some aspects and potential problems before you begin using Illustrator.

Target Market

A target market is a specific audience which is defined by a combination of demographics such as GENDER, AGE, LIFESTYLE, and SOCIO-ECONOMIC status (or income level).



Example 1: JAMBA JUICE IS A FOR-PROFIT COMPANY WHICH TARGETS BOTH MEN AND WOMEN, AGES 16 - 45, HEALTHY LIFESTYLE, MIDDLE TO UPPER INCOME.



Example 2: TOYS FOR TOTS IS A NON-PROFIT ORGANIZATION WHICH TARGETS BOTH BOYS AND GIRLS, AGES 2-6, LOW INCOME HOUSEHOLD. LIFESTYLE ISN'T OVERLY APPLICABLE.

Briefly describe the target market for the following companies/organizations.



gender:
age:
lifestyle:
income level:



gender:
age:
lifestyle:
income level:



gender:
age:
lifestyle:
income level:

YOU COMPLETE THIS SECTION

Type of Business or Organization

It is important to determine what kind of company you will be designing for. It is standard practice for companies to use a logo whether they sell a PRODUCT or provide a SERVICE. Logos aren't exclusive to for-profit companies like Nike or McDonalds. Graphic designers are also hired to design logos for NON-PROFIT ORGANIZATIONS, SPECIFIC PRODUCTS, or EVENTS.




For instance, the 2012 London Olympics was an **event** which used a very distinctive (and butt-ugly IMO) logo.




Taco Bell is clearly a **for-profit business** that sells products.

Check the most appropriate category for each logo.

YOU COMPLETE THIS SECTION



- for-profit business
- for-profit service
- non-profit
- specific product
- event



- for-profit business
- for-profit service
- non-profit
- specific product
- event




- for-profit business
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- non-profit
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Planning For Your Logo - Homework

You will now begin planning for your logo project. Your overall goal is to design an effective logo for a **fictitious** company or organization. You get to make it up however, it comes with some planning.

Choose **one** of the following entities that you'd like to design a logo for.

- clothing store
- restaurant or other food service provider (coffee kiosk, hot dog stand, ice cream shop, etc.)
- musical band / group

What will the name of the entity be? **Exactly** what words will appear in your logo design? Take your time with this and think about it carefully because it effects the rest of the project. Be careful not to include too many words.

EXCESSIVE ÜMLÄÜTS

Describe the entity. It is fictitious so nobody has ever heard of them. Be specific. What sets them apart from their competition? **Be thorough.**

HARD ROCK AND
THIS IS A GERMAN HEAVY METAL BAND. THEY WEAR LEATHER CLOTHING WITH PLENTY OF STUDS AND SPIKES. THEIR MUSIC IS SIMILAR TO JUDAS PRIEST AND MOTORHEAD.

Clearly describe the **target market** for the entity. Notice that there is a lot of room for describing the lifestyle...go deep here.

gender: MALE

age: 14-45

income level: MINIMAL (KIDS) THROUGH \$50,000.

lifestyle: CONCERTS ARE IMPORTANT TO THIS DEMOGRAPHIC. THEY WORK HARD AND PARTY EVEN HARDER. THEY DRESS PREDOMINANTLY IN BLACK AND DENIM. THEY ARE MOSTLY WORKING CLASS PEOPLE. THEIR HAIR IS LONG AND THEIR PATIENCE WITH POSERS IS SHORT.

Get Mr. Eagen's stamp before moving on.




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.



Research - Extra Credit!

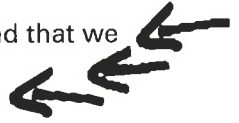
What does the competition's logo look like? What styles, fonts, and characteristics are professional designers using to target the same market? Use Google's image search to download competitors' logos and neatly arrange them below. Print this page and insert it into your packet.

Question: How many? **Answer:** How many will it take for you to feel confident that you have a grasp on what appeals to the demographic? Don't you hate when teachers answer questions with other questions?



Thumbnail Sketches - Homework

Graphic designers begin the logo design process by using a pencil and paper to generate small "thumb-nail" sketches. These sketches are quick, small and **imperfect**. This is a way to try out many different concepts in a short amount of time. There is a tendency for beginning designers to get hung up on perfection. **NOTHING IS FINAL AT THIS POINT**. These are simply concepts. Also, keep in mind that we are Illustrator novices and we've got to be realistic about our abilities with the software.



Remember the professional techniques that you studied: **reversal, attach to path, comstock, hard shadow, replace type with image, type modification, type contrast**.

Use your pencil to generate different thumbnail sketches in the spaces below. Each sketch **MUST INCLUDE** the name of the entity...text is an **IMPORTANT** component of any logo.


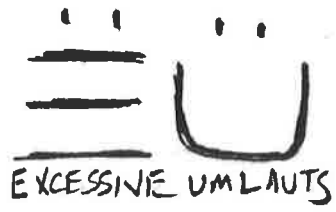


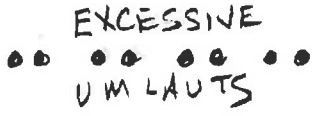


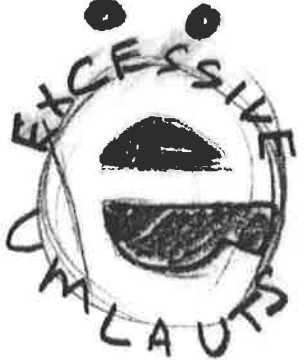



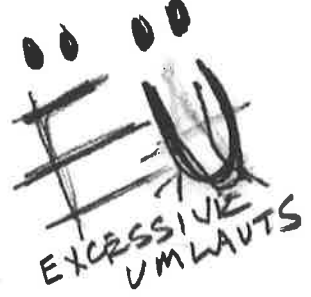
| | | |
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| | | |

Get Mr. Eagen's stamp before moving on.



More Thumbnail Sketches - Extra Credit!

Idea & concept generation is soooooo important that you can earn extra credit by exploring beyond the required amount. The more ideas that you come up with, the more you will have to work with.

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Rough Sketch

A rough sketch is more refined than a thumbnail sketch. Make improvements. **Pay much more attention to the size and arrangement of the element (parts) of the logo design. Lettering is more precise.** A rough sketch gives your client a clear glimpse of what your vision of the logo is.



Imagery is not a requirement of an effective logo. If you choose to use imagery then you must create it using Illustrator (not the internet) so keep your imagery **SIMPLE**.

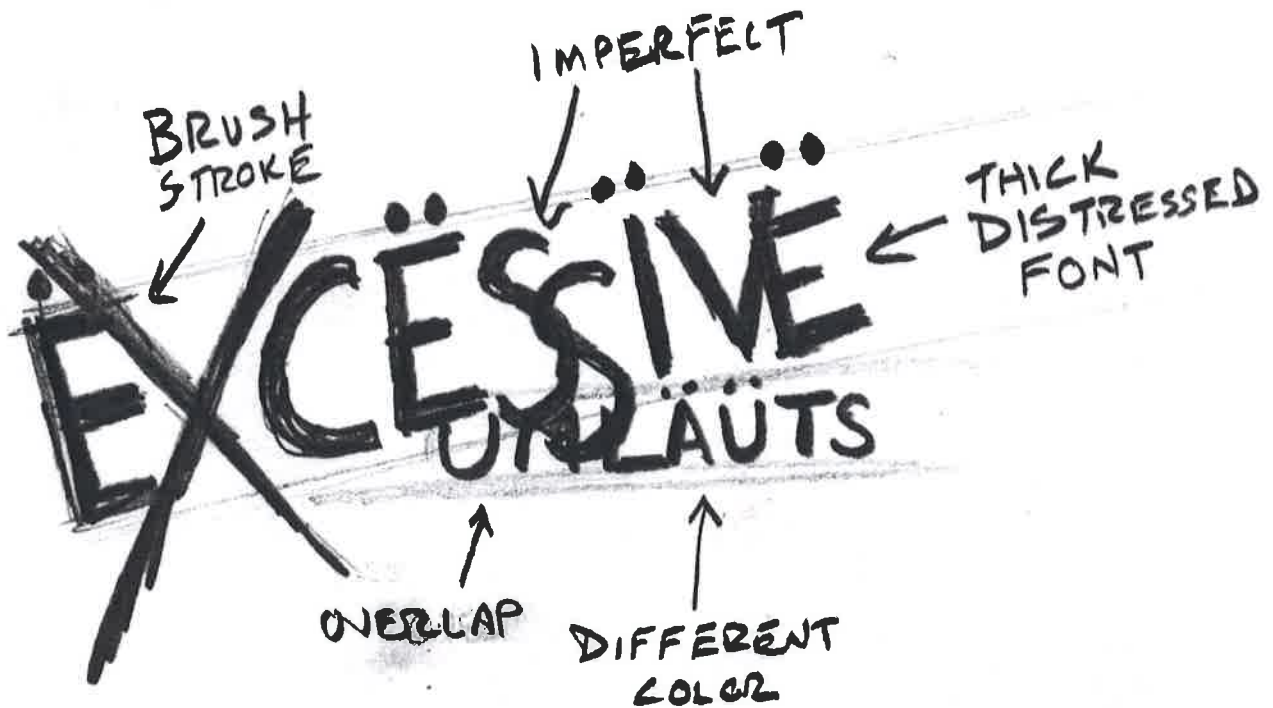


Select a thumbnail concept that has **the most potential**. Choose a concept that has the **X factor**?

Remember that an effective logo is:

- simple
- easy to read
- compact
- modified
- targeted
- avoids cheesy stunts

Use a **pencil** to refine your **best** concept.



Get Mr. Eagen's stamp before moving on.



Concept #2 Rough Sketch - Extra Credit!

Select another thumbnail concept that has a lot of potential. Choose a concept that has the **X factor**? Remember that an effective logo is:

- simple
- easy to read
- compact
- modified
- targeted
- avoids cheesy stunts

Use a **pencil** to refine your a **different** concept.





Concept Brief:

X's represent aggression, danger, and defiance and that's why the "X" is the focal point of the logo. The font is a stencil font which is similar to what is used to spray paint onto the band's road cases. The text is presented at an angle and on an imperfect baseline to emphasize a "stick it to the man" attitude. Actual umlauts are used on every vowel, which is grammatically incorrect, but the band doesn't care!

This design uses the following design techniques that I studied in class...

- stroke
- unite pathfinder
- attach to path
- type contrast
- solid fill
- minus front pathfinder
- hard shadow
- type modification
- gradient fill
- divide pathfinder
- type replacement
- overlapping
- pattern fill
- reversal
- offset path
- pen tool (trace)



Company / Organization Information:

Excëssivë Ümläüts is a heavy metal band from Hamburg, Germany. Their music is aggressive and fast. They are similar to Judas Priest and Motörhead with a hint of Anthrax. They wear plenty of black leather, spikes and studs. They tour extensively throughout Europe and are known for their energetic stage shows.

Concept Brief:

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