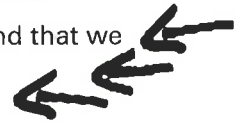


Thumbnail Sketches - Homework

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.

Get Mr. Eagen's stamp before moving on.

