

# LOGO, SYMBOL, ICON

## PROJECT THREE

The purpose of creating a symbol is to explore visual cues that convey mood, voice, identity, theme, and subject matter. We will explore multiple approaches to creating symbols, practice the process of iterating and revising, and experiment with stylistic approaches.

Students will choose a topic/subject matter for a symbol concept and write a brief describing their idea and 10 adjectives or descriptive phrases that embody the concept. Before thumb-nailing, students will research similar concepts to ensure their idea is unique.

30 thumbnails will be created; 6 in each of the 5 approaches introduced in class. The strategy of "creative math" will be implemented: this + this = a new thing. A direction will be chosen from the 30 thumbnails and explored in three different styles: Line, Vector, and Stylistic. The concept will be built in Adobe Illustrator, keeping all iterations live, and there should be roughly 100 iterations showing exploration.

This is exploration and experimentation, so the student should be conscious of their patterns and comfort-zones as they are creating.

The final layout will include a color swatch palette, a black and white version, a sub-mark, a pattern, a mock-up, and 5 of the most important attributes for the logo.

The final brand guideline sheet can take on different layout approaches and grid systems - research examples.

This project will also be printed on 12 x 18 paper and mounted on black matte board with a 1/2" border.

All exercises and iterations must be uploaded to the dropbox at the beginning of each class.

