

LOGOS

WEEK ONE: Develop a concept for a brand that makes or sells one of the products listed on the right. Focus on the name of the brand and the meaning of the name both culturally and visually. Think about how you can achieve a logo that is purely typographic that still convey's the meaning and intent of the brand. Begin working by hand, not on computer!

MILK
CHEESE
ICE CREAM
HERBS

WEEK TWO: Refine your logos as needed on paper, and then move on to the computer. You may now consider the use of real typefaces and how that will affect the logo. You may want to recreate a typeface by alternative methods to help reinforce the brand message. Don't be limited by the screen and what is available solely on the computer. Bear in mind that the final piece must be presented as a black-and-white and a colored logo. The final logo will have to be a vectorized illustration in Illustrator. Photoshop is strictly prohibited as the final means of logo and image making. Photoshop may be used as part of your process but ultimately the logo must end up as vectors in Illustrator.

HONEY
SALT
WOOL
COTTON
SILK

WEEK THREE: Submit a printout of your two final logos. (B&W and Color). Also submit a PDF of your final piece as well as your Illustrator source files, labelled with your name (Jane_Doe_Word_I.pdf, Jane_Doe_Word_II.ai).

BEER
WINE
WATER