

Materials : Task Meeting 3

Subject : Graphic and Multimedia

Nama : I Wayan Arya Pratama Putra

NIM : 18101020

Video : https://www.youtube.com/watch?v=sePnGLy6LWk

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Please write your opinion:

Find a video about Graphic and Multimedia and write your opinion about it.

My opinion about the video that I attached is, the video was so good there are many material that I can learn about logo design, like the video telling us about the logo’s is a face of the company that own it, and the video also giving us seven tips about how to design a good logo, the tips such as :

1. Logo is the face of the company, so when making the logo we should know the target or market of the company.
2. Keep the logo flexible ( don’t be afraid to make abstract logos).
3. Sketch twenty or more ideas on the sketch book, and let your idea flow.
4. Be geometric
5. Start with black and white color for simplify the design and showing more the negative space from the logo
6. Use the negative space technique
7. Test the logo by showing it to friend or someone that you know and, comeback later after few hour and tell them to draw the logo that you show them before. If they could draw it that mean the logo is a good logo and ready to sell.