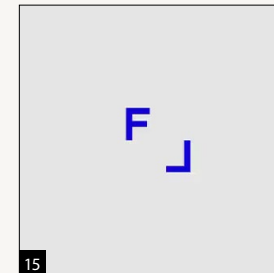
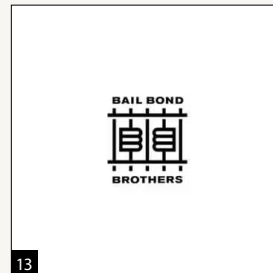
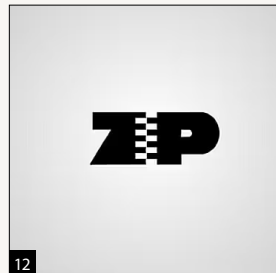
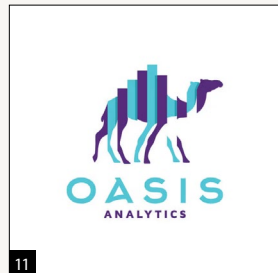
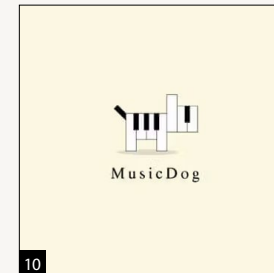
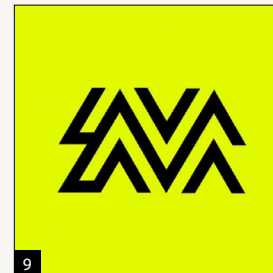
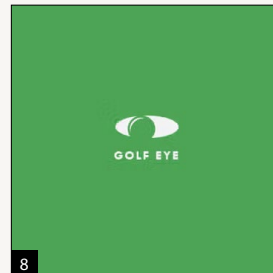
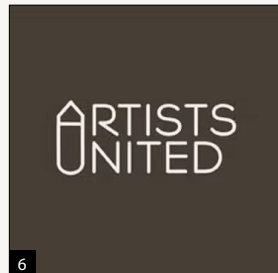
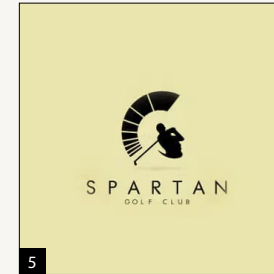
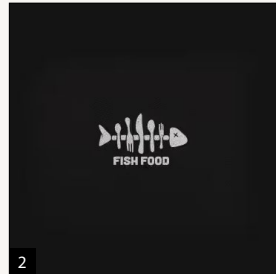
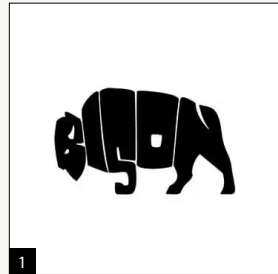


## Module 05

“Content precedes design. Design in the absence of content is not design, it’s decoration.”

– Jeffrey Zeldman

## ACTIVITY | LOGO: VISUAL RESEARCH



Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. I thought it was clever the way they formed a bison out of the letters
2. I like how they used the utensils as fish bones
3. Using a barcode to represent a mug was smart
4. A rocket made out of tees is a clever way to bring rockets and golf together
5. The logo is both a person swinging a golf club and a spartan for spartan golf clubs, so clever
6. I like that the A and U come together to form a pencil
7. I like that the glitch is in glitched text
8. The ball entering the hole looks like an eye, smart
9. The words lava lava come together to look like a flow
10. The dog is made out of piano keys to represent music and dog
11. I really like the way the camel looks like stock charts
12. Using a zipper to represent the I in zip was smart
13. Representing Bail Bonds with bars is clever
14. I like beyond the beat looking like a soundwave
15. The logo is for frameline and the F and L look like a frame
16. W R and S look like a sine wave for sound
17. The O and W look like one continuous curve
18. I like how art looks like graphiti and there's a microphone in the J
19. The logo is for music deals and it looks like when pigs fly but with a music note wing
20. They used skateboards to look like a asian temple

## PROJECT | LOGO PROJECT: WORD LISTS

**Instructions:** Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, when you look for mascot ideas, list as many plants or animals as you can. Do the same for your specific business, AND in listing business names until you have a business name you like. Be sure to list ALL ideas both good and bad. Continue writing after you've thought of all of the obvious ideas. Afterwards, **bold** or star\* the words that gave you the best ideas. **NOTE:** If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.

Animals:	Skink	Krill	Hippo	Business
Tiger	Lynx	Shrimp	Rhino	Names:
Lion	Woodpecker	Swordfish	Praying	Rock
Bear	Mountain*	Octopus*	Mantis	Retailer*
Zebra	Goat	Toucan	Fly	Sporting
Owl	Dolphin	Parrot	Tarantula	Greats
Giraffe	Meercat	Lemur	Jumping	Outdoor
Horse	Flamingo	Puma	Spider	Exhibition
Donkey	Dog	Fusa	Corn Snake	Camp
Chimpanzee*	Cat	Camel	King Cobra	Costless
Orangutan	Chameleon	Chicken	Rattlesnake	Affordable
Ostrich	Leopard*	Pig	Tree Frog	Activities
Emu	Cheetah	Sheep	Brontosaurus	Game Saver
Kangaroo	Sloth*	Fox	T-Rex*	Pay to Play
Wallaby	Gorilla	Rabbit		Play to Win
Cow	Eagle	Mouse		Outfield*
Tortoise	Hawk	Capybara		Climb
Gecko	Blue Whale	Guinea Pig		Find*
Armadillo	Hammer	Elephant		Sports
	head Shark			Central
				Eight Arm
				Athletics

## PROJECT | LOGO: MIND MAP



Identify interesting connections

1. Wiggly
2. Slimy
3. Slippery
4. Squishy
5. Camouflage
6. Clever
7. Memory
8. Tools
9. Unique
10. Colorful
11. Vibrant
12. Patterned
13. Raw
14. Fried
15. Sushi
16. Calamari
17. Suckers
18. Ocean
19. Tentacles
20. Unknown

## PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet **before** you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

### CATEGORY/MASCOT

My category will be sporting goods store and my mascot will be an octopus

### TARGET AUDIENCE

My audience will be children and parents who are active in any way, whether it be baseball, camping, rock climbing, or anything else outdoorsy

### CATEGORY DETAILS

It will be playful, silly, fun, and targeted at being affordable for the family

### EMOTIONAL/RATIONAL CHARACTERISTICS

It should communicate humor and childlike wonder

The ideas should revolve around being fun, active, and affordability

### COMPANY/EXHIBIT NAME

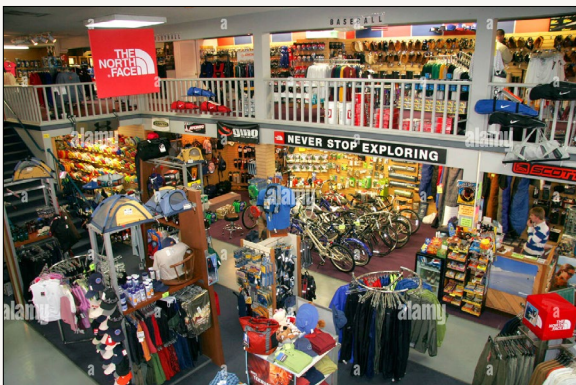
Eight Arm Athletics

### COMPANY TAGLINE

We sell gear for those who like a little bit of everything

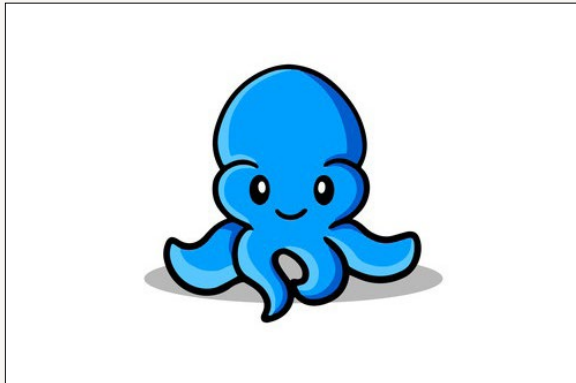


## PROJECT | BUSINESS | VISUAL RESEARCH: PHOTOS





## PROJECT | MASCOT | VISUAL RESEARCH: PHOTOS

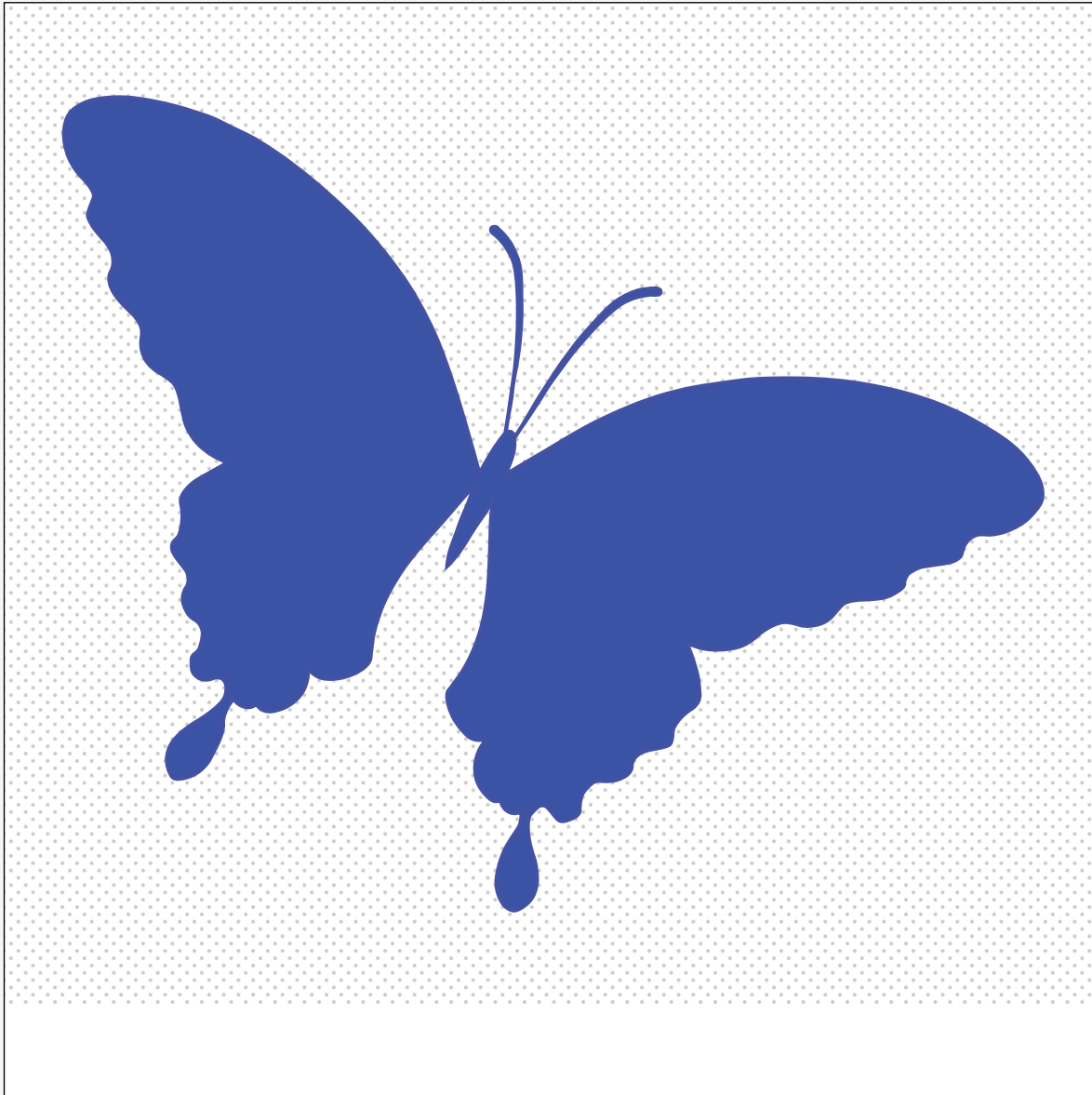


## PROJECT | LOGO PROJECT: SYMBOL SKETCHES





## ACTIVITY | ADOBE ILLUSTRATOR: AN INTRODUCTION TO THE PEN TOOL



## PONDER | MODULE 05

My favorite dessert is a brownie sundae because a place back home in Richmond, VA has the best brownie sundae, and I used to get that when I was in highschool when my grandma would take me out to dinner but I'd already have eaten with my girlfriend.

**In the professional logos you found, what do your favorite logos have in common?**

They are clever and have some form of double meaning to bring the design together.

**In your opinion, how is a logo different from an illustration or drawing?**

A logo is different from an illustration or drawing because it has to help represent an idea visually while maintaining simplicity.

**Why do you conduct research at the beginning of a design project?**

You conduct research in order to get a better idea of what you want your design to mean, how you want it to make you feel, and so that you can understand why similar designs work.

**What makes a good symbol?**

I think that a symbol is good when it is simple but fully explains an idea.

**Roughly how many ideas were you able to discover through your word lists and mind maps?**

I was able to think of probably around 20 ideas just from the words list and mind map, but I don't think I would say it was 20 good ideas.

**Every designer develops their own process based on what they find most helpful. Did you find word lists or mind maps more helpful to your process? Why?**

I think words lists are more helpful to me only because I can get a lot of information down and once I have a good starting place the details seem to work themselves out.

**How many of your sketches combine two different symbols into a single symbol? Do you feel you need to do this more or less?**

I think all of them combine different symbols, but only a



few of them actually combined it into one. I think I did it a fair amount.

**What is the most difficult part of coming up with symbols to sketch? How did you work through this difficulty?**

I think the most difficult thing for me with coming up with symbols is trying to be clever. I don't really like to

put an idea out there if I don't think it's good, so another thing I struggle with is drawing anything.

**You conduct research in order to get a better idea of what you want your design to mean, how you want it to make you feel, and so that you can understand why similar designs work.**