





















# Module 06

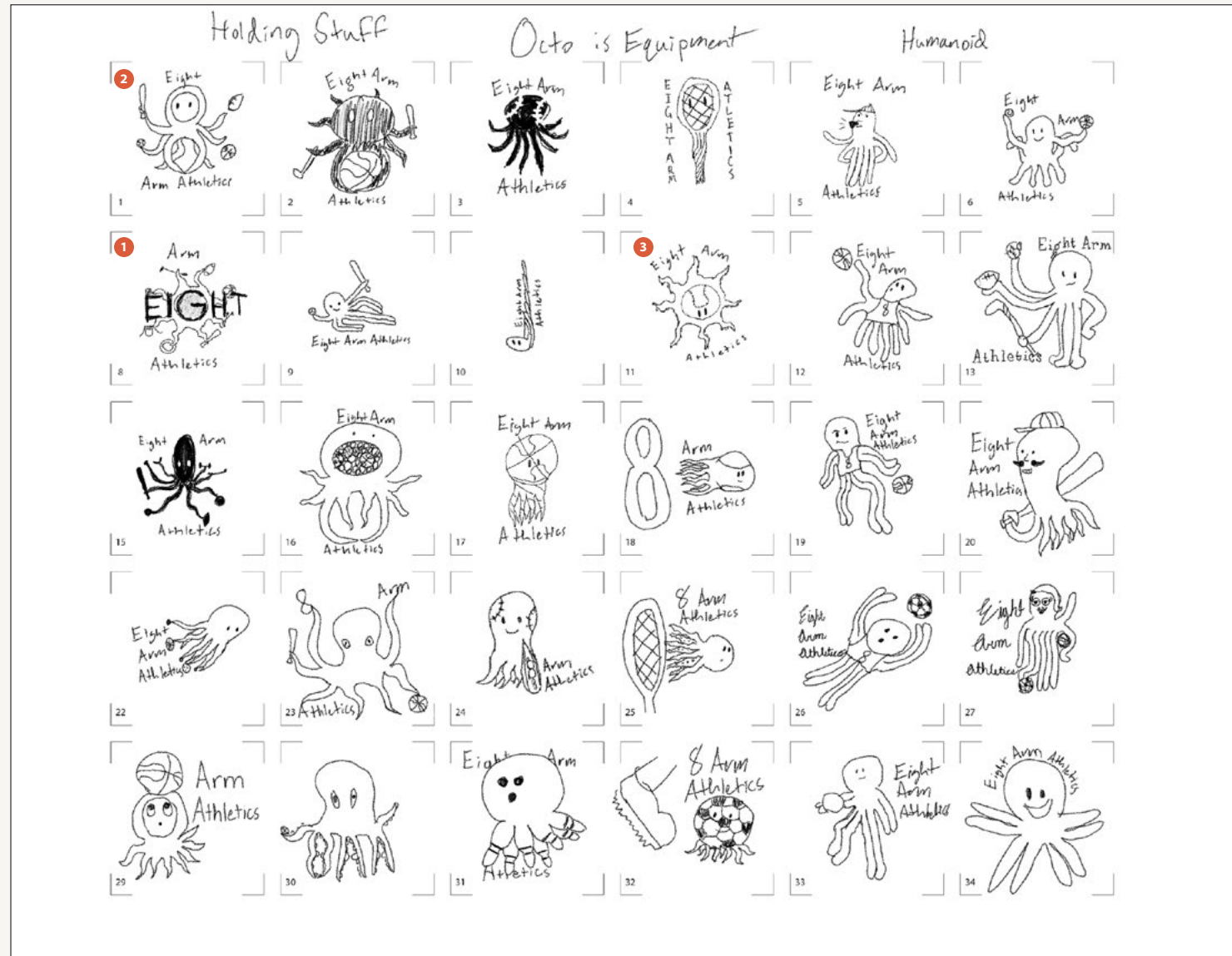
“Constantly experiment ... constantly go forward.”

– Alexey Brodovitch

## LOGO | VISUAL RESEARCH PART 02

 <p>1</p>	 <p>2</p>	 <p>3</p>	 <p>4</p>	 <p>5</p>	<p>Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.</p> <ol style="list-style-type: none"> <li>1. It uses the letters I and F as factory</li> <li>2. the i is knocked over to show it has been killed</li> <li>3. The B is a piece of bread</li> <li>4. The books form a skyline</li> <li>5. The gear is outer space for space settings</li> </ol>
 <p>6</p>	 <p>7</p>	 <p>8</p>	 <p>9</p>	 <p>10</p>	<ol style="list-style-type: none"> <li>6. the f forms a plane</li> <li>7. I like the block letters and simplicity</li> <li>8. It's simple and effective</li> </ol>
 <p>11</p>	 <p>12</p>	 <p>13</p>	 <p>14</p>	 <p>15</p>	<ol style="list-style-type: none"> <li>9. again, very simple lighthouse, but effective with just positive and negative</li> <li>10. the text has been cut to show jigsaw</li> <li>11. The doctor's stethoscope is a ?</li> <li>12. It shows men and women very simply</li> <li>13. Infitti forms an infinite loop</li> <li>14. It's a heart paperclip</li> </ol>
 <p>16</p>	 <p>17</p>	 <p>18</p>	 <p>19</p>	 <p>20</p>	<ol style="list-style-type: none"> <li>15. it can be viewed the same after being turned</li> <li>16. the N is a 2 for twins</li> <li>17. Up is written from an arrow</li> <li>18. the penguin is formed from the letter a</li> <li>19. The cook is a magnifying glass</li> <li>20. The UFO has a vinyl record</li> </ol>

## STUDIO | LOGO PROJECT: REVISED LOGO SKETCHES



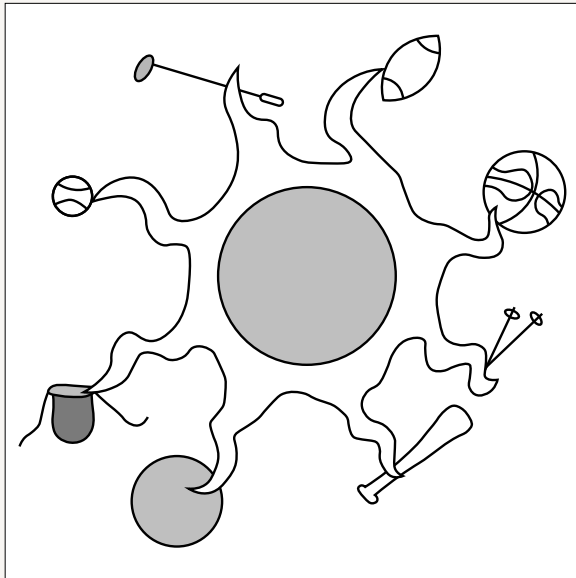
Identify your 3 favorite logos:

1. I like this one because I like how the text aligns with the octopus
2. I like how this one has the octopus form the number 8 while still being simple
3. I really like the look of the top down octopus with the baseball head

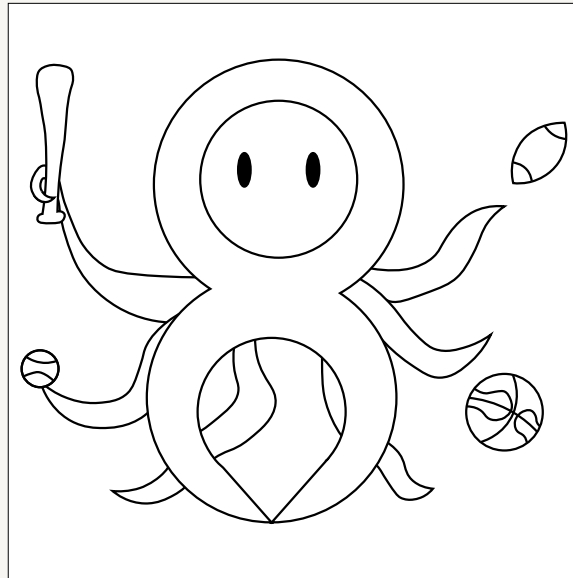
**ACTIVITY** | ADOBE ILLUSTRATOR: MORE PRACTICE WITH THE PEN TOOL



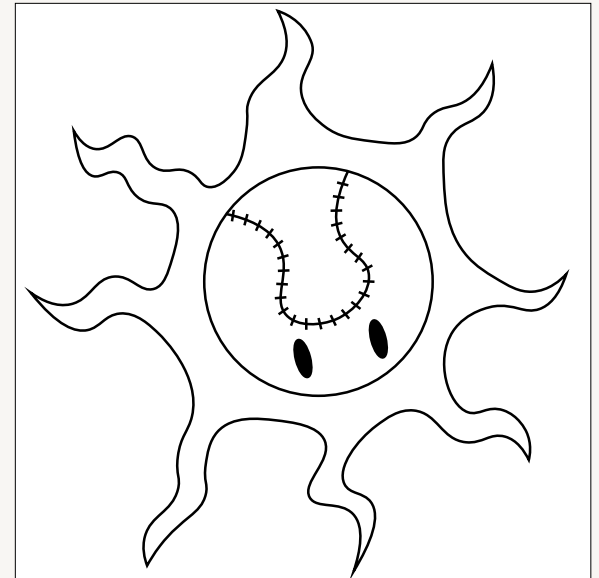
## STUDIO | LOGO PROJECT: DIGITIZED LOGOS



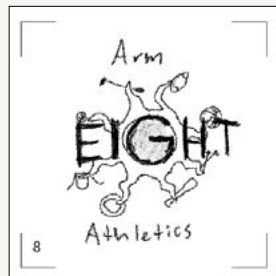
Logo Option A



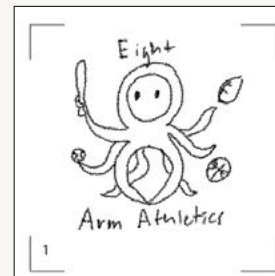
Logo Option B



Logo Option C



Original Sketch



Original Sketch



Original Sketch

## PONDER | MODULE 06

My favorite snack to munch on while designing is hi-chews because they help me stay happy and calm when I'm stressing.

### How did this second round of sketching affect your logo ideas?

It went pretty good. I feel like I got a few pretty good ideas, but I also feel like a lot of them were just things that I felt I had to put down to fill up space. I think that trying to expand the best concepts that I had before was a good idea, but I also felt like I kept getting stuck with the same thought over and over again. I think that in order to do better I have to take breaks where I leave it for a while in order to have a different thought process when I come back.

### How did you choose which logos to digitize?

I chose based on the ones that I thought were the most clever, interesting, and somewhat simple. They were the ones that I felt like I would like if I saw them as logos. I thought that the top down of the octopus was something that looked both interesting and simple enough that it could make a good logo. I also really liked the idea of forming the octopus into the number eight but I couldn't think of a great way to do it without it seeming too forced.

### What new things did you learn about Adobe Illustrator while digitizing your logos?

I learned the object on path command for the first time ever, it helped me to place the stitches on the sewn line on the baseball headed octopus. It was also cool to be able to use pictures of my sketches as references that I

could trace over to help with the more complex parts like the tentacles of the octopus.

### What was the most difficult thing about digitizing your logos?

I think for me the most difficult thing was doing the tentacles. Not because it was actually difficult to do necessarily, but just because it was repetative and hard to stay attentive during it.

### Are your digitized logos better than your sketches or are your sketches better than your digitized logos? Why?



This class has made me finish this bag of Hi-chews in an alarmingly short amount of time.

I would say that it's a little bit of both. On one hand the digitized logos are cleaner, but on the other hand the messiness looked pretty good for tentacles.

### What is form and why is it important when creating a logo?

Form is the shape of the logo and form is important when creating a logo because it is going to be what people see as a representation of your business. It needs to give some detail about what your business is and the theme of it.

### How has your understanding of the principle of design changed while working with logos? Or has it?

I think I can better understand some of the principles a little better with the context of real imagery rather than non-representational shapes. Things like asymmetric balance make a lot more sense with real objects to me.

**Form is important when creating a logo because it is going to be what people see as a representation of your business**