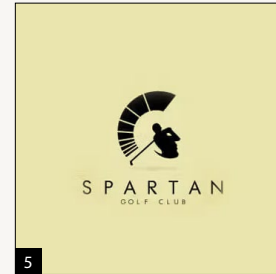
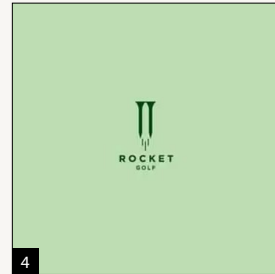
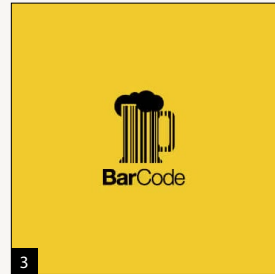
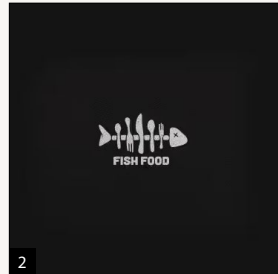
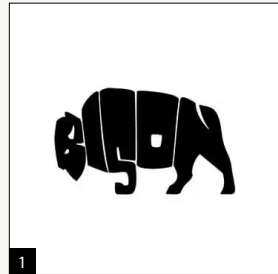


Module 05

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

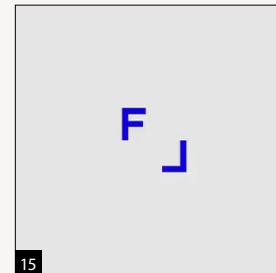
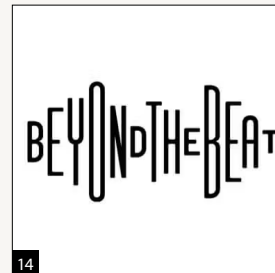
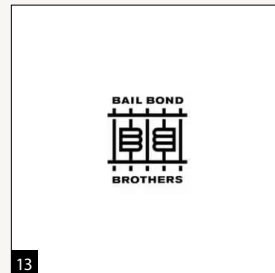
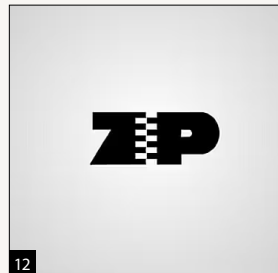
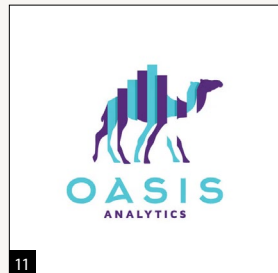
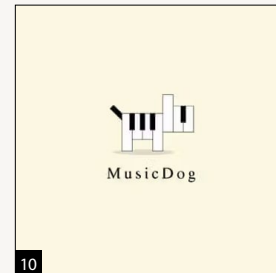
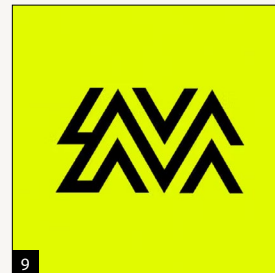
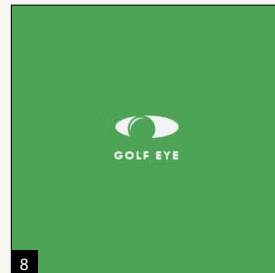
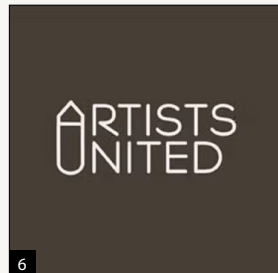
– Jeffrey Zeldman

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 golfclub 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

[In one brief sentence describe the product your company sells or the purpose of your exhibit]

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 (fill in the blank) because (fill in the blank).

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

Answer

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

Answer

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

Answer

What makes a good symbol?

Answer

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

Answer

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?

Answer

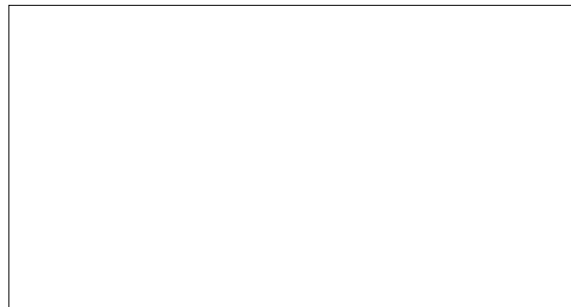
How many of your sketches combine two different symbols into a single symbol? Do you feel you need to do this more or less?

Answer

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

Answer

A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.



Take a photograph of a logo being used on signage. Crop it and add it to this page with a caption.