SUMMARY OF EDUONIX COURSE

LOGO DESIGN COURSE FOR BEGINNERS (6 SECTIONS)

RATINGS: 4.5/5

SECTION 1 – COURSE INTRODUCTION (1 UNIT)

UNIT1: Introduction

- He is an Adobe Certified Professional
- Logo Design using Adobe Illustrator
- Create Basic and Advanced Logos
- Establish and market yourself as a business

SECTION 2 – BASIC LOGO DESIGN (2 UNITS)

UNIT1: Types of Logos

- Wordmark, Textural, Enclosed, Combined
- Wordmark: is name used for usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding
- Textural: consists of your text and other elements
- Try to make your Logo Design original, you can inspiration from other logo designs though

UNIT2: Know your Clients

- Directive (what the client is after) > Ideas (for inspiration) > Catch Line (like a catch phrase) >
- Store and share in the cloud
- Provide idea and concepts if Client has no ideas

SECTION 3 – TOOLS AND PROCESS (5 UNITS)

UNIT1: Fonts/ Text

- Formulation > Concept > Inspiration > Sketching > Digitizing > Font****
- Google images a great place to get Inspiration for our design
- You can scale a vector image without losing resolution
- Trace image with pen tool to Digitalize it

- It's important that your Fonts are original and you are not breaking any license using them

UNIT2: Using Adobe Illustrator

- Overview of Adobe Illustrator
- Pen tool very important for Logo Design
- Paint Brush tool, Shape Tool, Text Tool, Line Tool (spiral tool)

UNIT3: Developing Symbols

- Eraser Tool, Eye drop Tool, Gradient Tool, Sprayer Tool, Hand Tool
- Export: to take the file into another format different from ".ai"
- Symbols, Swatches, Brushes
- "Drag + Shift": to scale uniformly

UNIT4: Logo Design

- Flower Plus design

UNIT5: Finalizing a Logo

- Watermark (send back > Opacity) the design until all payments are finalized
- Export to jpg/png > Post it to google drive/ Send it through Email (it is good to have a professional email)
- Do not provide a quote lower than industry standard
- Add new Artboards to the file to create variations of the Design

SECTION 4 – KNOWING ABOUT THE COMPANY (4 UNITS)

UNIT1: Company Rebranding

- Pen tool to digitalize photo (outline, trace over)
- Check other peoples work for Inspiration, do not copy 100% be original
- Drop shadow makes things 3D like

UNIT2: Rebranding Process

- Pathfinder tool
- Mascot design

UNIT3: Working on the Logo

- Wasp ecofriendly rebranding
- It is your work that speaks for itself
- Staying current with trends will help you create new unique designs

UNIT4: Experimenting

- Same different versions of your design
- Try to place the brand design on a representation of the item
- Note down the code of the colors you used

SECTION 5 – CREATING YOUR ONLINE PORTFOLIO (4 UNITS)

UNIT1: Branding Yourself

- Media, Business, Social, the Hub
- The Hub: is Google
- First a Gmail account > Google + social account > Google Drive (store files)
- Other Google services: Google AdWords, Google Web Designer, Google Web Master
- Google AdSense, Google My Business, Google Analytics

UNIT2: Portfolio Development

- Media: a clear picture of ourselves, Logo, Bio (Detailed Info, Resume), media (Graphic design, logos)
- Create a Header Graphics for social media sites

UNIT3: Portfolio Development Continued

- Other Social Media platforms
- Facebook, Twitter and YouTube should be enough
- Create a brand/ Logo for yourself (Onkel Ade Graphics)
- Tracing existing or hand drawn Text with Pen tool and edit

UNIT4: Selling Services

- Business aspect
- Buying Go Daddy URL (website), WordPress, Freelance sites, PayPal account
- Update header with logo
- He is a Drop Shadow Addict

SECTION 6 – ADVANCE LOGO DESIGN (4 UNITS)

UNIT1: Advanced Logo Design Part A

- You can trace pictures using the Pen Tool
- Make an initially larger logo (1200 by 1000)
- Shadowing is mostly trial and error
- He is also addicted to Pen Tool

UNIT2: Advanced Logo Design Part B

- Shadowing process
- Make 2 copies > Change fill to black > Reduce Opacity > Then Placement

UNIT3: Advanced Logo Design PART C

- Shading with Pen Tool > Use Opacity to reduce transparency >
- Good practice to organize layers
- File Management extremely important

UNIT4: Advanced Logo Design PART D

- Get a feel of our LOGO will look like by reducing its size
- Play around until you get the Perfect One