

## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

# Logo Project Step 1/4

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to gather and analyze various good and bad logos. Organize your findings into related and non-related to your company groupings. Draw on or highlight the things all of the good logos have in common. You may even want to create a page of BAD logos as well. Point out what things we may want to avoid when brainstorming our logos as well.

Second, you should gather images or photographs relevant to your company. You might gather images of a specific type of reptile to help you incorporate elements of their anatomy better into your final piece. Remember logos are distillations or simplifications of complex ideas, so having more examples will help you to identify trends and will help you simplify your symbol concepts and sketches later.

Finally, print out and sketch on the last pages. You will want to look at the image examples of good and bad logo sketches. Use a black gel pen and sharpie or prisma color marker to draw your ideas. Make your logos solid rather than outlined, logos should be bold. Remember you are only drawing the symbol portion of the logo and not really worrying about the typography yet. Just focus on the symbol sketches this week.

STUDENT NAME: **Marchylia F. P. Pratikto.**

## LOGO PROJECT PART 1:

Type a description of what was challenging about this project so far. What have you learned about yourself, about your abilities and limitations? How good at coming up with unique and different solutions are you?

**What was challenging was coming up with the ideas of logo designs and styles. I learned that I am creative and able to even designed many logos, also within the sketches, I managed to illustrate the idea that I had in mind. I can say that I am pretty good with developing unique solutions.**

### LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did the logo worksheet help you in your research and sketching?
2. What did you learn by analyzing good logos? What do you think good logos have in common?
3. Why do you think most logos aren't illustrations but rather solid shapes or bold symbols?
4. What did the play exercise have to do with logo design?
5. How can you apply what you learned from the play exercise when trying to develop a symbol for your logo?

Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

**The logo worksheet helps me in a way that I am able to start coming up with ideas of what to design as a logo and not just an illustration. The word list reminds me of what to think about while creating each logo.**

## LOGO WORKSHEET:

This worksheet should be filled out BEFORE you start sketching the brandmark portion of your logo signature. Please replace the "\_\_\_\_\_ with your own text.

### Project Details:

Design a logo for a(n) "clothing store (company) and type of culture (theme)"

Company/Exhibit Name:  
"Balinese Batik"

Tagline:  
"The Beauty of Balinese Traditional and Style of Batik"

### Exhibit Details:

"Balinese Traditional & Batik Clothings (Performance Clothings/Customs)"

Target Audience (who are the people you are communicating to with this logo?):

"Travelers & International"

### Project Objective:

"Target Audience: tourists/travelers, anyone who is interested in Balines culture, performers and performance -groups"

Emotional/Rational Characteristics (what mood should be conveyed by this logo? What ideas should it communicate?):  
"Sense of Culture"

**RESEARCH:**

Include a synopsis for any research you conducted here (articles read, information gleaned, etc.). Remember to include bibliography information for each resource.

**History of Indonesian Batik**  
<http://www.expat.or.id/info/batik.html>

**Java and Bali, Indonesia Batik**

<http://iweb.tntech.edu/cventura/batikjavabali.htm>

WORD LISTS:

Batik:

Batik Clothing  
Bali, Indonesia  
Balinese Batik  
Java, Indonesia  
Javanese Batik  
Traditional Clothing  
Styles of Batik  
Patterns of Batik  
Colors of Batik  
Bali Dance  
Bali Dance Traditional  
Clothing  
Wayang (Javanese Shadow Puppet) Batik  
Balinese Temples  
Symbol of Bali

## CONCEPT RESEARCH

### MIND MAPS:

## LOGO INSIGHTS:

Collect at least thirty logos that you will use for inspiration throughout this project. Then type a summary of what good logos have in common. What things should you try and incorporate when designing your own logos?

## LEARNING SUMMARY:

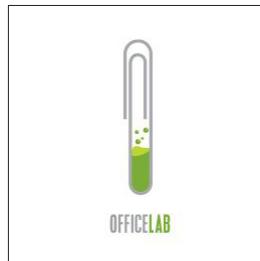
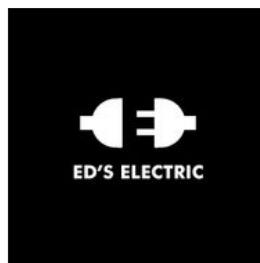
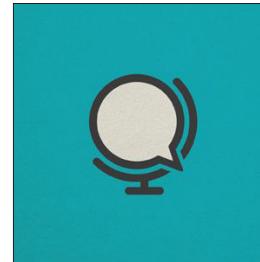
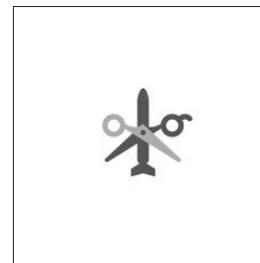
Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles of good logo design by studying these good logos. List your insights below:

1. Insight One
2. Insight Two
3. Insight Three
4. Etc.

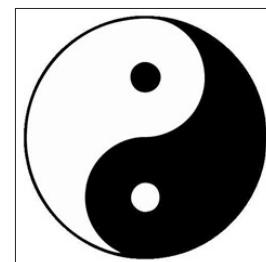
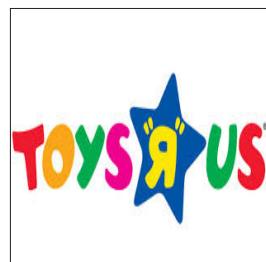
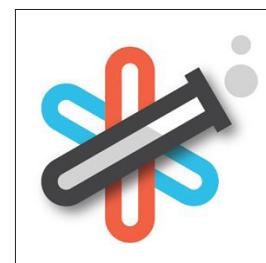
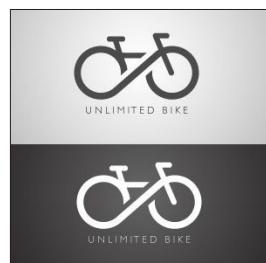
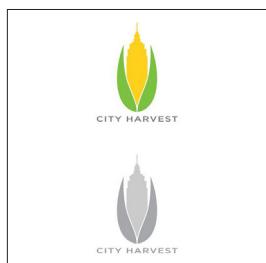
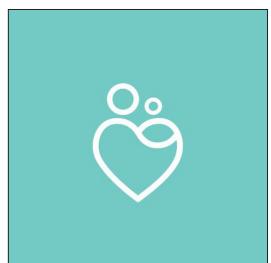
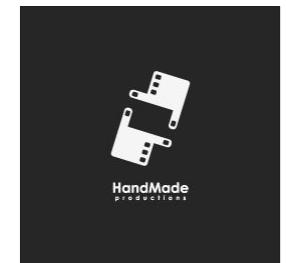
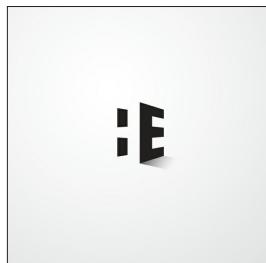
Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

**Good logos are able to or would be able to combine characters together. Easy to read, yet creative. Simple, yet points out or brings out the idea. If not as simple, the logos still representing the theme. Good logos can represent well and able to attract the audience's attention using the Principles of Design, combination of colors, and style of texts.**



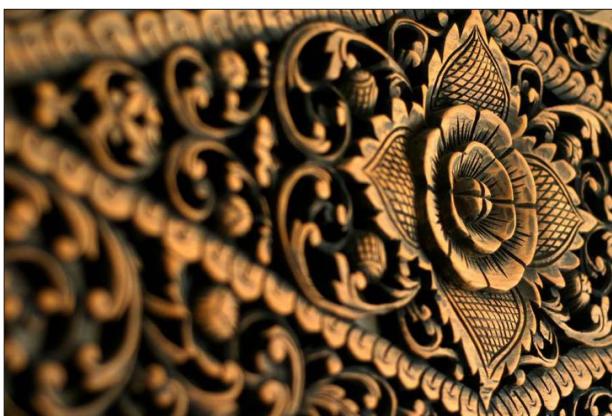
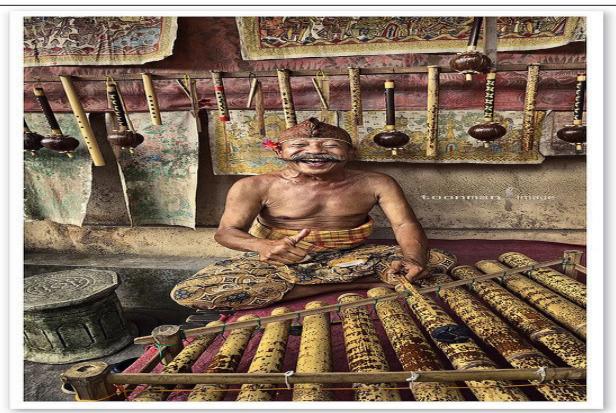
VISUAL RESEARCH | LOGO REFERENCE MATERIAL



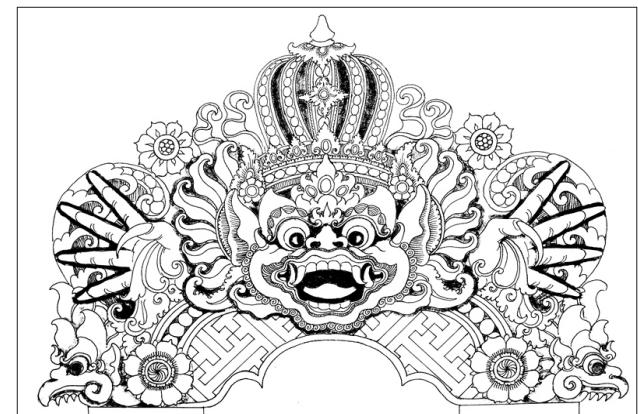
VISUAL RESEARCH | OTHER REFERENCE MATERIAL (PHOTOS, ETC.)



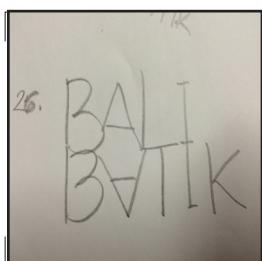
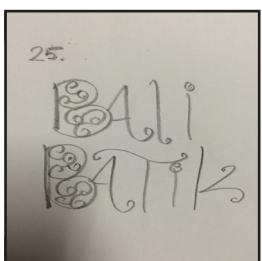
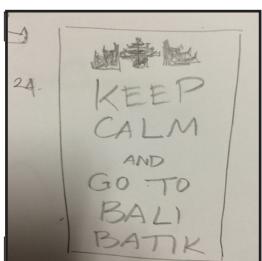
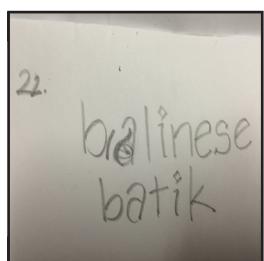
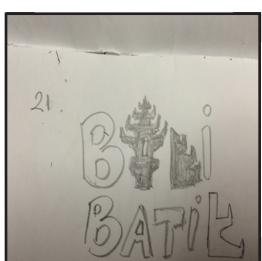
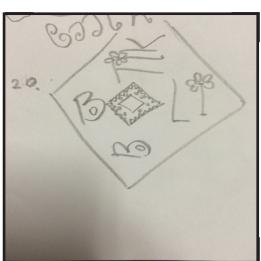
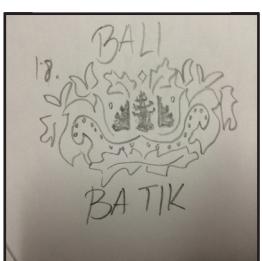
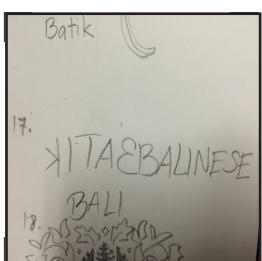
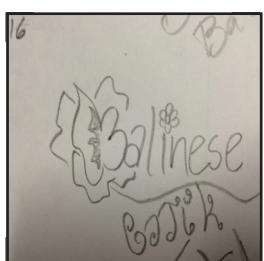
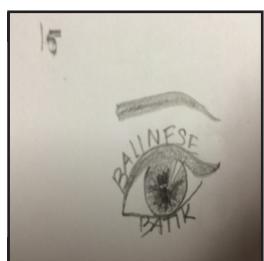
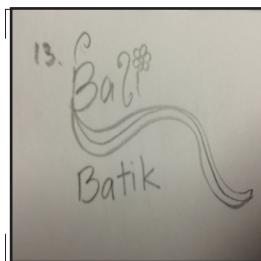
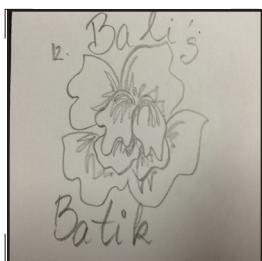
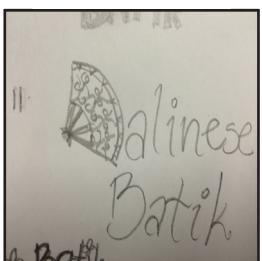
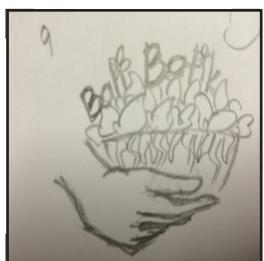
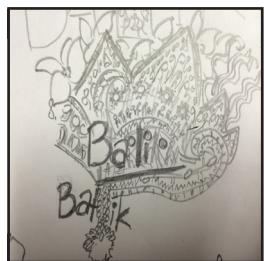
VISUAL RESEARCH | OTHER REFERENCE MATERIAL (PHOTOS, ETC.)



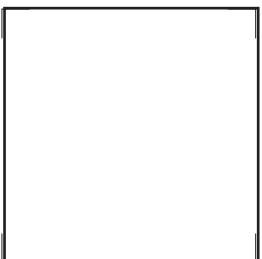
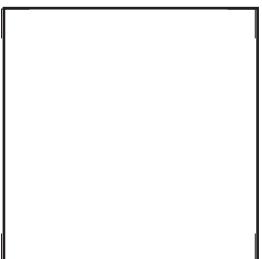
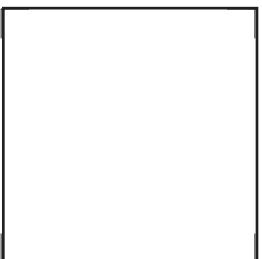
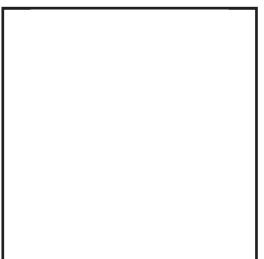
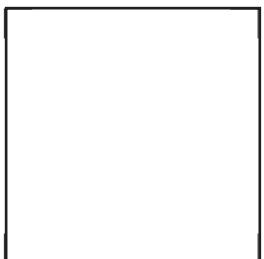
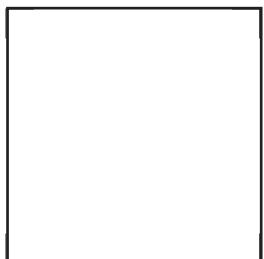
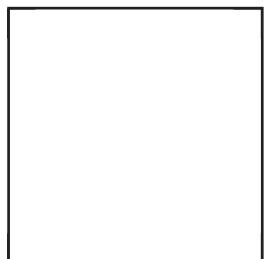
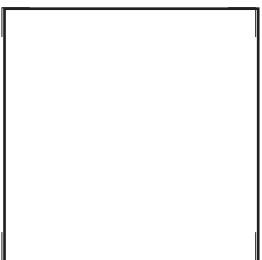
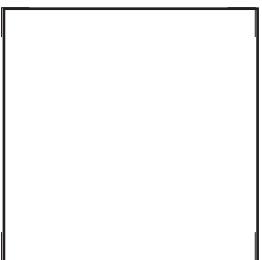
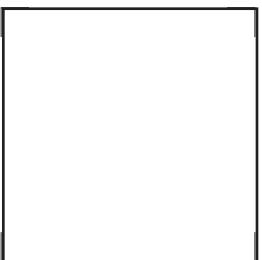
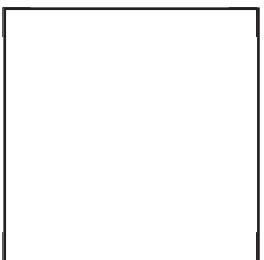
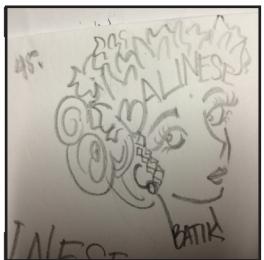
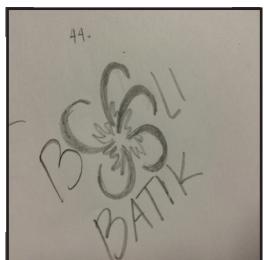
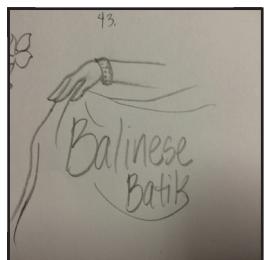
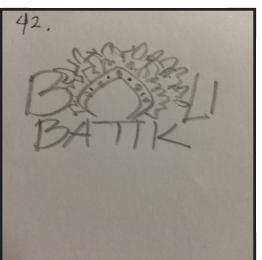
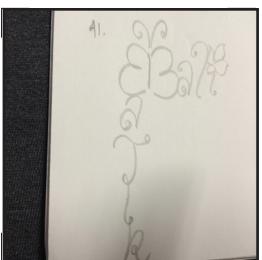
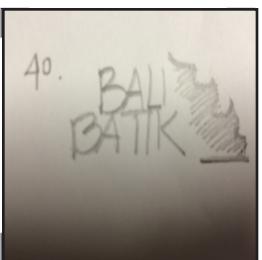
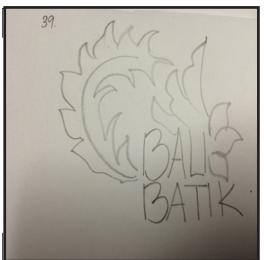
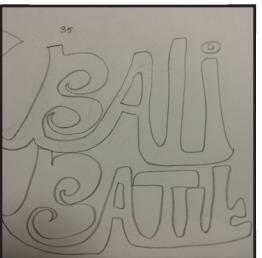
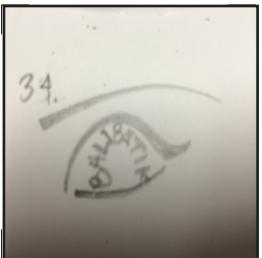
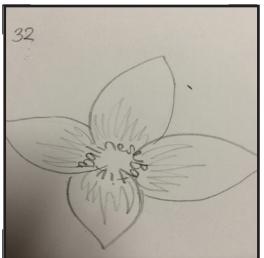
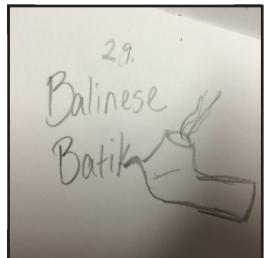
VISUAL RESEARCH | OTHER REFERENCE MATERIAL (PHOTOS, ETC.)



## SYMBOL SKETCHES PAGE 01



## SYMBOL SKETCHES PAGE 02



## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

# Logo Project Part 2

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to gather and analyze various good and bad logotypes. Organize your findings into related and non-related to your company groupings. Draw on or highlight the things all of the good logotypes have in common. You may even want to create a page of BAD logotypes as well. Point out what things we may want to avoid when brainstorming our logotypes as well. What trends do you notice? What should you avoid? etc...

Second, select your favorite 3 concepts from last week and place them on the appropriate page. Then create at least 10 sketches for each concept to refine the idea and clean it up and prepare it for digital creation.

Finally, create 3 digital variations of each of the 3 concepts. Place the sketch on the template page for reference. (you should have a total of 9 digital variations when you are finished. Then Select 3 possibel fonts for each of the 3 concepts and list them on the appropriate page in this template file. You should have a total of 9 fonts altogether. Make sure you write the name of the font you selected in the space provided.

STUDENT NAME: Type name here.

## LOGO PROJECT PART 2:

Type a description of what was challenging about this project so far. What have you learned about yourself, about your abilities and limitations? How good at coming up with unique and different solutions are you? What did you struggle with in sketching and how can you refine your thinking this week? What hadn't you noticed before about typography as it relates to logos?

### LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did researching good logotypes (fonts) help you with your signature?
2. What trends did you notice in your research?
3. Why do you think most fonts used in logos were simple rather than illustrative or ornate?
4. What common problems did you exhibit last week that you worked on this week?

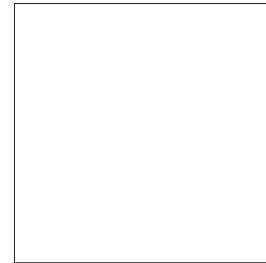
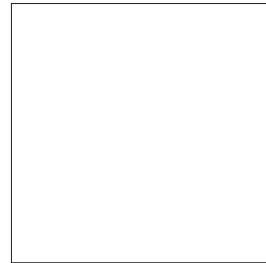
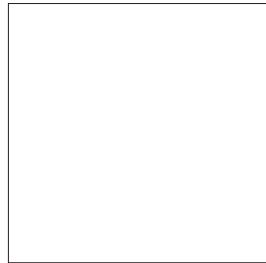
Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

## LOGO AND LOGOTYPE RESEARCH

### LOGO INSIGHTS:

Collect at least thirty logos that you will use for inspiration throughout this project. Then type a summary of what good logos have in common. What things should you try and incorporate when designing your own logos?

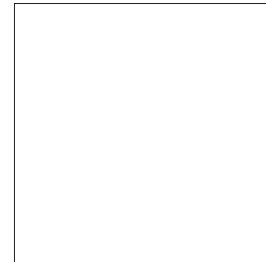
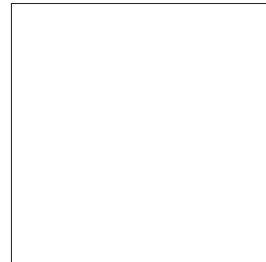
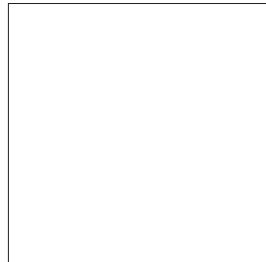


### LEARNING SUMMARY:

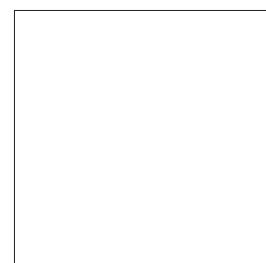
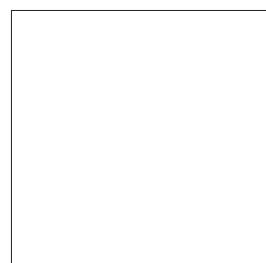
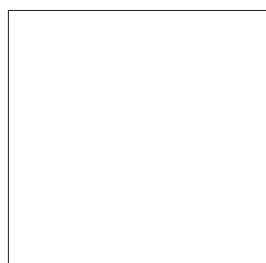
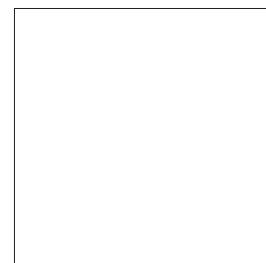
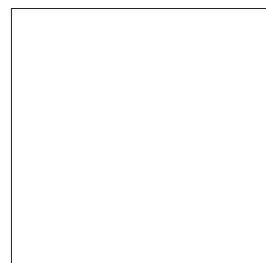
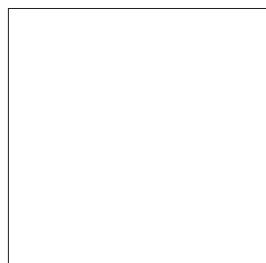
Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles of good logo design by studying these good logos. List your insights below:

1. Insight One
2. Insight Two
3. Insight Three
4. Etc.

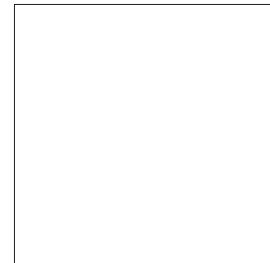
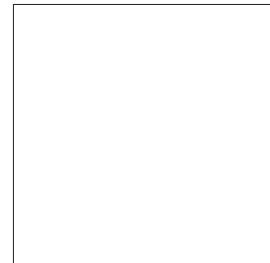
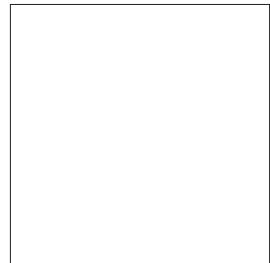
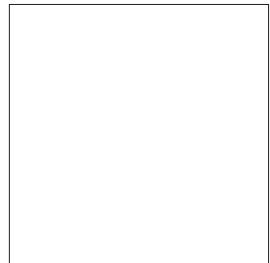
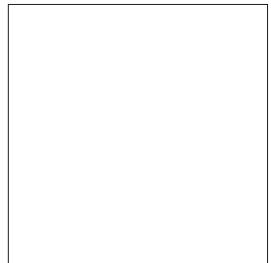
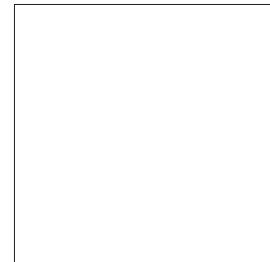
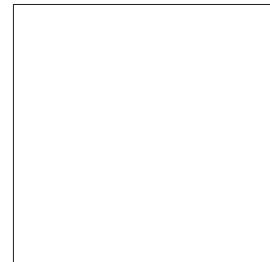
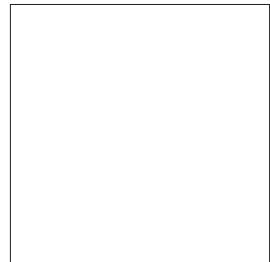
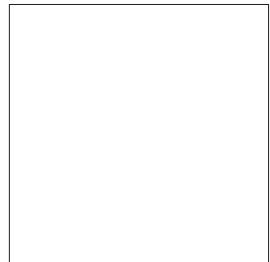
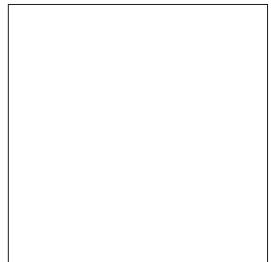
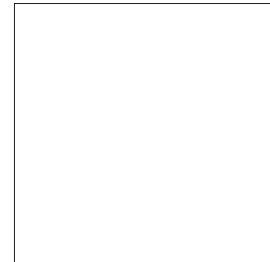
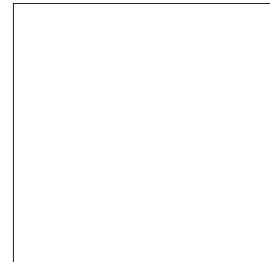
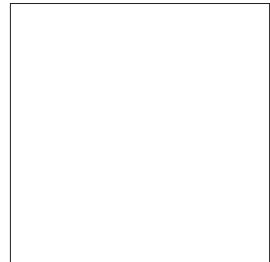
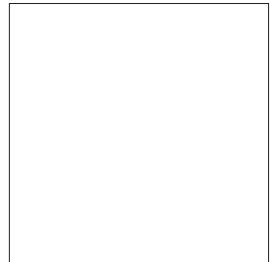
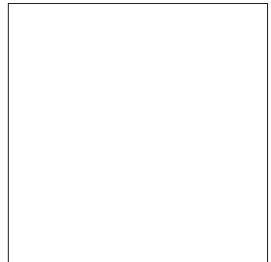
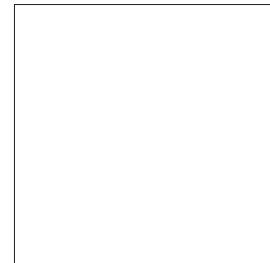
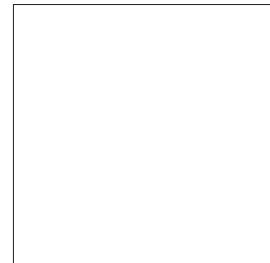
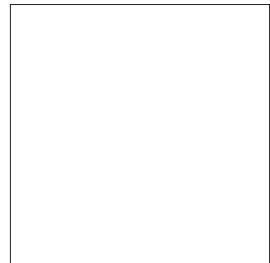
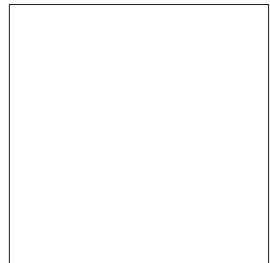
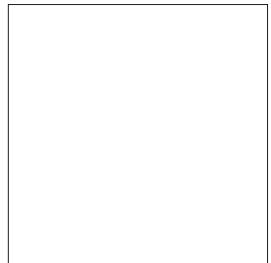
Add your own insights as well....



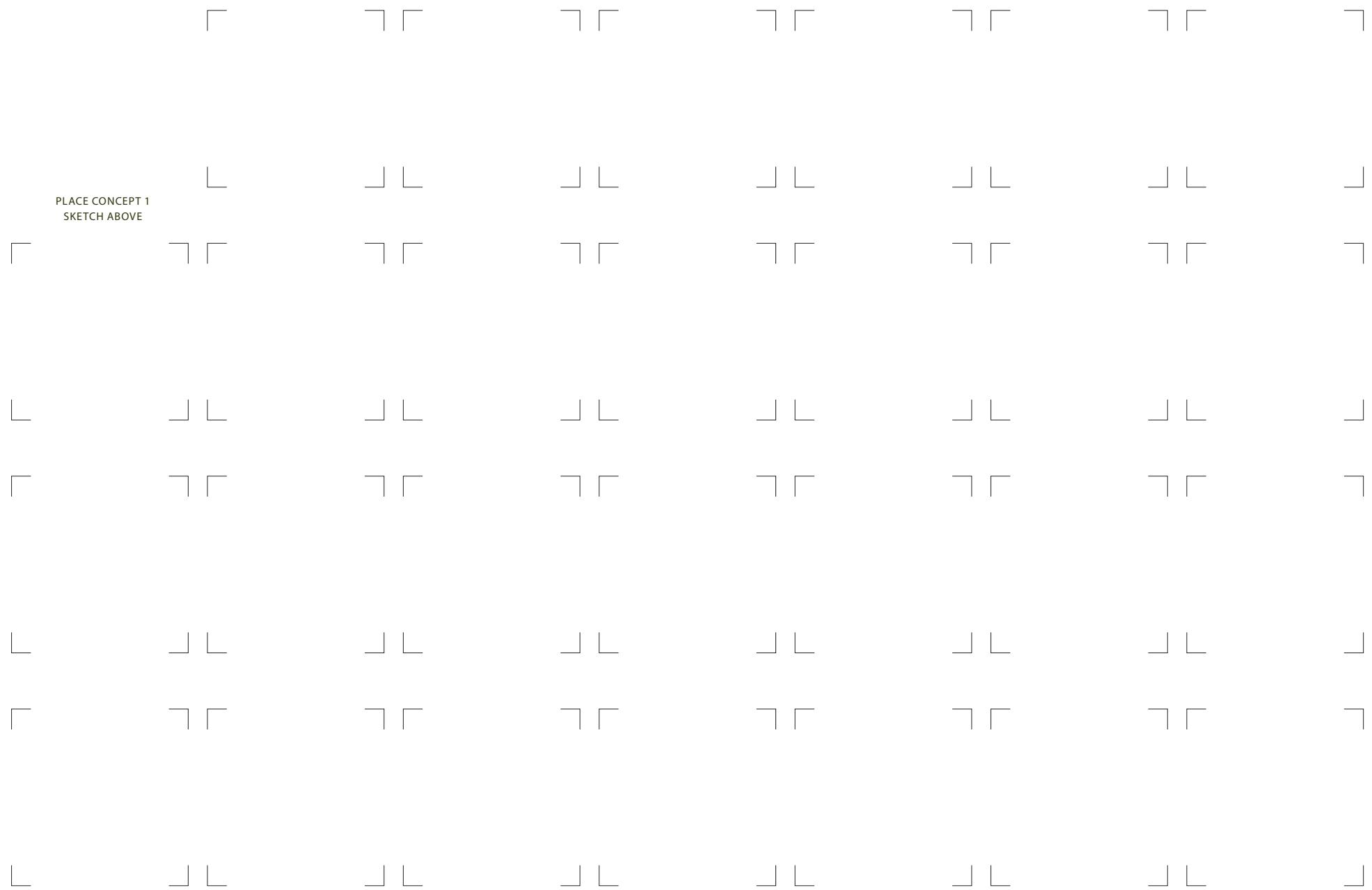
etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)



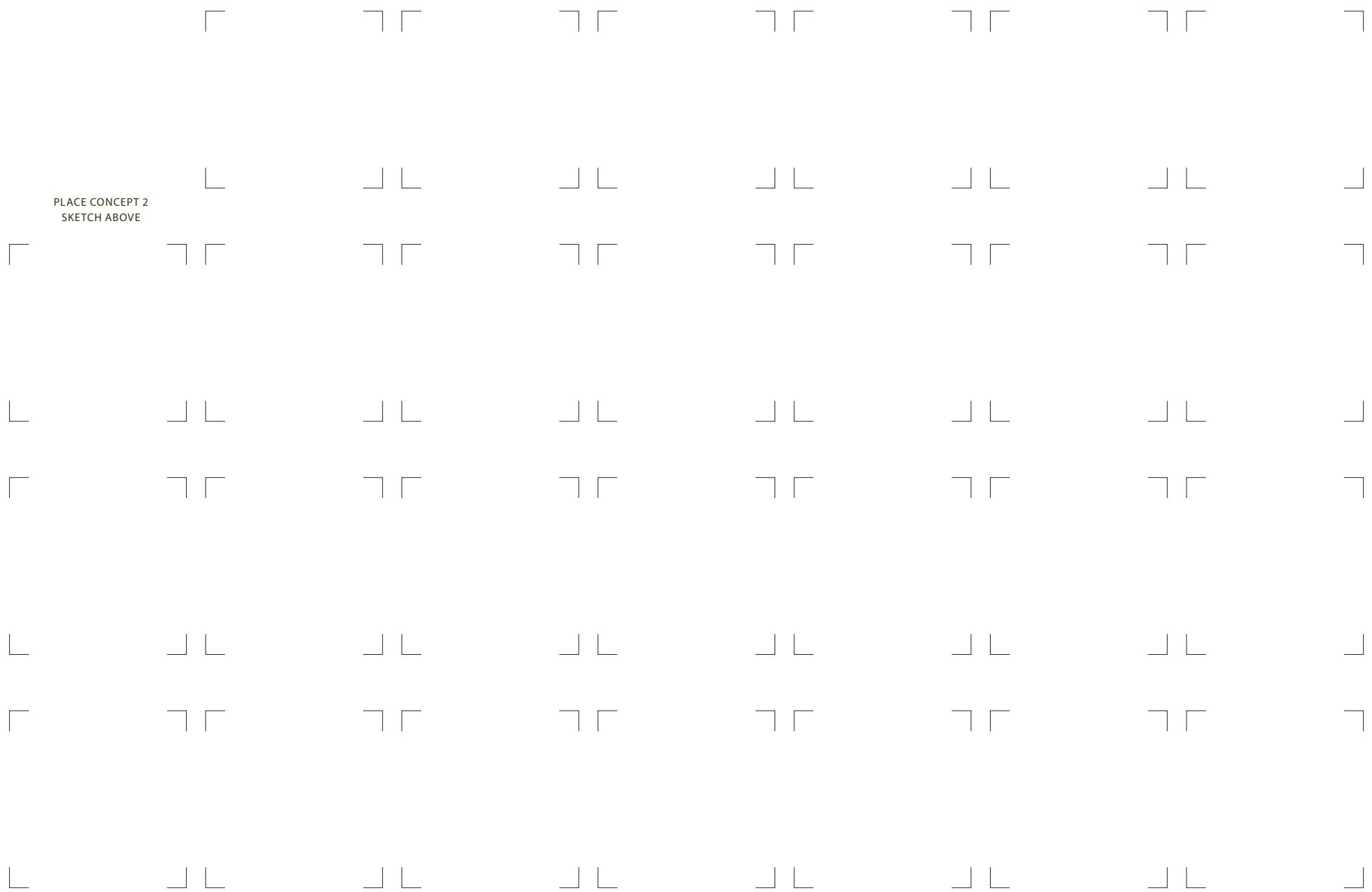
## LOGO AND LOGOTYPE RESEARCH



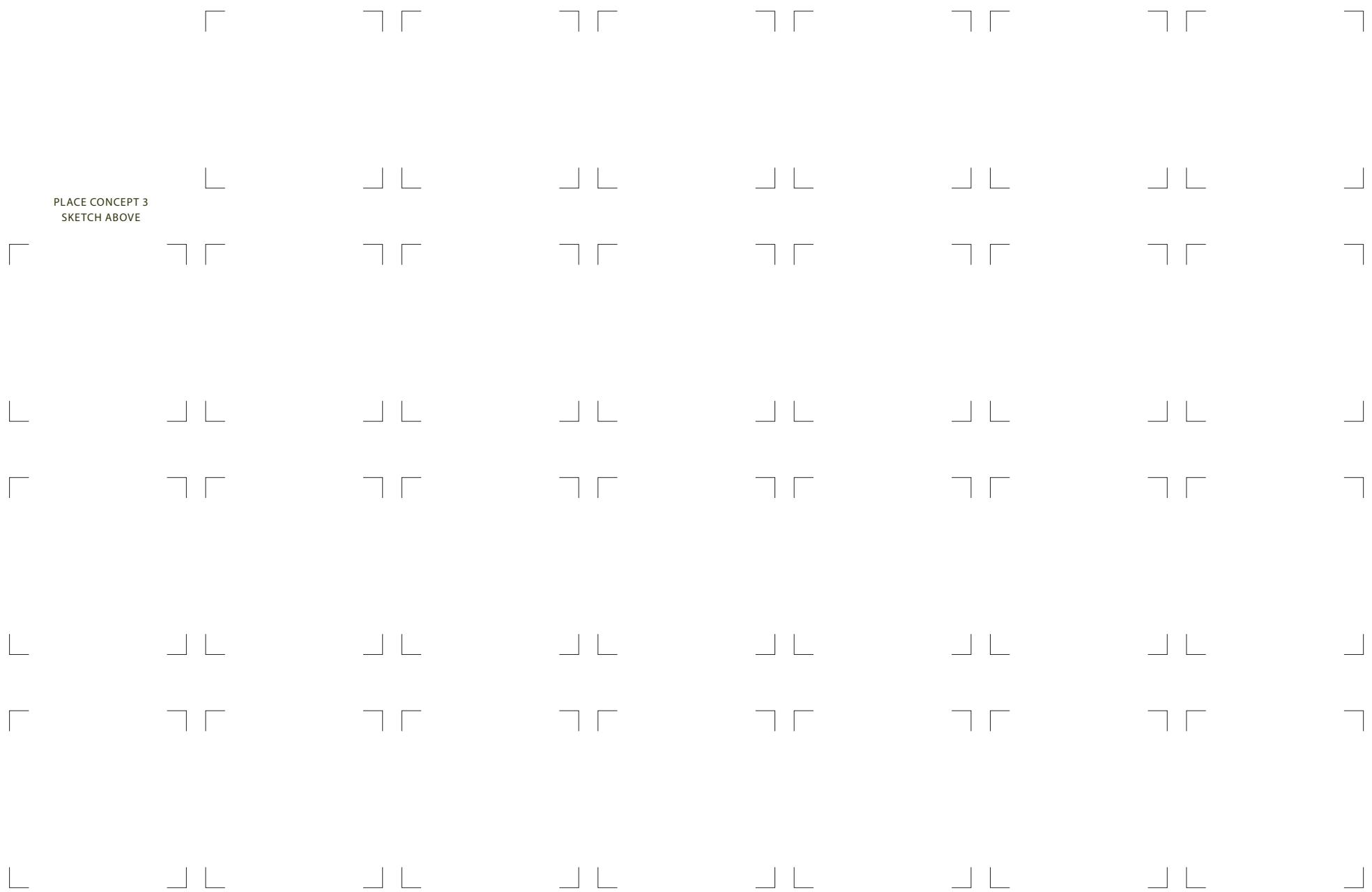
## BRANDMARK SKETCHES CONCEPT 01



## BRANDMARK SKETCHES CONCEPT 02



## BRANDMARK SKETCHES CONCEPT 03



PLACE CONCEPT 1  
BEST SKETCH ABOVE

OPTION A

OPTION A

OPTION A

PLACE CONCEPT 2  
BEST SKETCH ABOVE

OPTION B

OPTION B

OPTION B

PLACE CONCEPT 3  
BEST SKETCH ABOVE

OPTION C

OPTION C

OPTION C

OPTION 1:

Type company name here [typeface name here]

OPTION 2:

Type company name here [typeface name here]

OPTION 3:

Type company name here [typeface name here]

CONCEPT 1 BEST DIGITAL  
BRANDMARK

---

OPTION 1:

Type company name here [typeface name here]

OPTION 2:

Type company name here [typeface name here]

OPTION 3:

Type company name here [typeface name here]

CONCEPT 1 BEST DIGITAL  
BRANDMARK

---

OPTION 1:

Type company name here [typeface name here]

OPTION 2:

Type company name here [typeface name here]

OPTION 3:

Type company name here [typeface name here]

CONCEPT 1 BEST DIGITAL  
BRANDMARK

## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

# Logo Project Part 3

## ART 130 - INTRO TO GRAPHIC DESIGN



Use this template file to complete this weeks part of the logo assignment. First you will be selecting your 2-3 favorite directions from last week. Place those in the appropriate place in this template file. Then you will Refine your brandmarks based on feedback from class members as well as the instructor.

Second, create 16 signature variations (combining your brandmarks with logotypes). Create multiple versions of each signature exploring different font choices as well as placement options. Remember to think about how you can alter or modify the fonts/type to reflect the style or personality of your brandmark more appropriately. You will want to DRAW half of the logotypes and render the other half digitally (this means you create at least 8 hand drawn versions where you re-draw the symbol portion or brandmark and combine it with a drawn logotype (not handwritten letters, drawn fonts...see image above)

Finally, create 16 color variations of 2-3 of your best signatures (16 total variations minimum). This is your chance to explore the color you will use in your logo. Pay attention to the principles of color you learned from the book.

STUDENT NAME: Type name here.

## LOGO PROJECT PART 3:

Type a description of what was challenging about this project so far. What have you learned about yourself, about your abilities and limitations? How good at coming up with unique and different solutions are you? What did you struggle with in sketching and how can you refine your thinking this week? What hadn't you noticed before about typography as it relates to logos?

### LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did researching good logotypes (fonts) help you with your signature?
2. What trends did you notice in your research?
3. Why do you think most fonts used in logos were simple rather than illustrative or ornate?
4. What common problems did you exhibit last week that you worked on this week?

Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

## BRANDMARK SELECTIONS WITH REFINEMENTS:

Type a description of why you felt these brandmarks were the best and what you did to improve them.

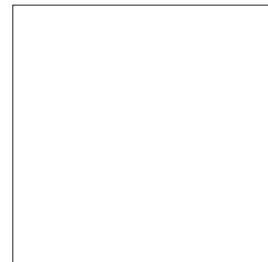
### LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about designing logos by working through this step. List your insights below:

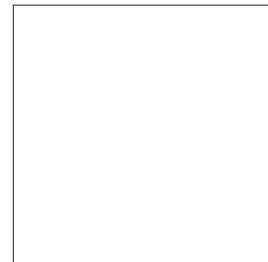
1. Insight One
2. Insight Two
3. Insight Three
4. Etc.

Add your own insights as well....

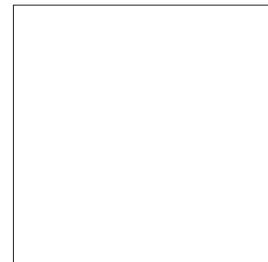
etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)



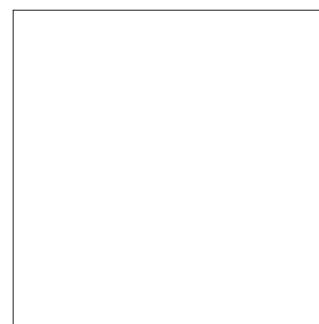
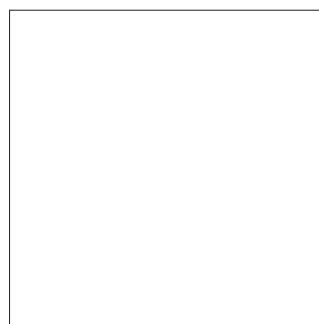
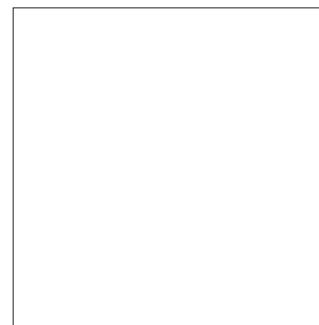
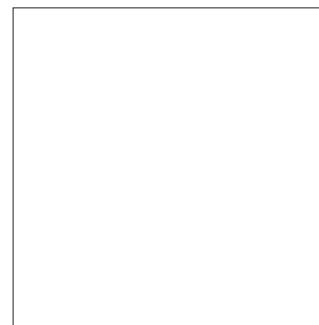
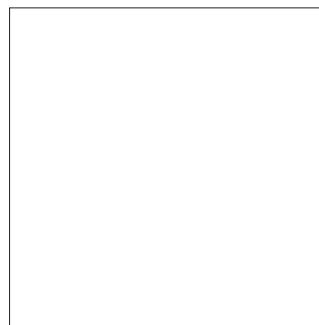
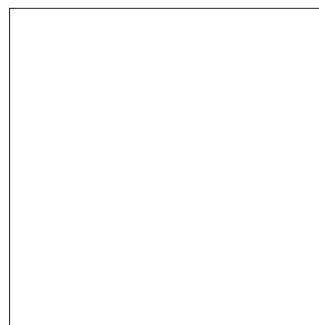
PLACE BEST BRANDMARK  
1 ABOVE



PLACE BEST BRANDMARK  
2 ABOVE



PLACE BEST BRANDMARK  
3 ABOVE







PLACE CONCEPT 1  
BRANDMARK ABOVE



PLACE CONCEPT 2  
BRANDMARK ABOVE



PLACE CONCEPT 3  
BRANDMARK ABOVE



SIGNATURE COLOR VARIATIONS | STUDENT NAME: Type name here.

GRAYSCALE CONCEPT  
SIGNATURE ABOVE

COLOR OPTION A

COLOR OPTION B

COLOR OPTION C

COLOR OPTION D

COLOR OPTION E

GRAYSCALE CONCEPT  
SIGNATURE ABOVE

COLOR OPTION F

COLOR OPTION G

COLOR OPTION H

COLOR OPTION I

COLOR OPTION J

GRAYSCALE CONCEPT  
SIGNATURE ABOVE

COLOR OPTION K

COLOR OPTION L

COLOR OPTION M

COLOR OPTION N

COLOR OPTION O

GRAYSCALE CONCEPT  
SIGNATURE ABOVE

COLOR OPTION P

COLOR OPTION Q

COLOR OPTION R

COLOR OPTION S

COLOR OPTION T

OPTION 1:

Type description of why this option is superior to the many you have previously developed and tried.

CONCEPT 1 BEST DIGITAL  
SIGNATURE

---

OPTION 2:

Type description of why this option is a strong contender to the first option above as well as to the many you have previously developed and tried.

CONCEPT 2 BEST DIGITAL  
SIGNATURE

---

OPTION 3:

Type description of why this option is a strong contender to the first two options above as well as to the many you have previously developed and tried.

CONCEPT 3 BEST DIGITAL  
SIGNATURE

## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

# Logo Project Part 4

ART 130 - INTRO TO GRAPHIC DESIGN



Use this section to include final refinements, last minute exploration, etc.

Second, make sure you include a copy of your final logo.

Finally, remember to include an overall learning summary for the project.

Most of the remaining pages are blank. Include what you feel will best show that final stages of your design process for this project. Feel free to add more pages as necessary.

STUDENT NAME: Type name here.

## LOGO PROJECT PART 4:

Type a description of what was challenging about this project so far. What have you learned about yourself, about your abilities and limitations? How good at coming up with unique and different solutions are you? What did you struggle with in sketching and how can you refine your thinking this week? What hadn't you noticed before about typography as it relates to logos?

### LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did the refinement process go for your logo?
2. What do you understand about value and contrast in relationship to color?
3. What visual cues did you use to make your final decision about pairing your symbol and logotype?
4. What common problems did you exhibit last week that you worked on this week?

Add your own insights as well....

etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)





