

Process & Form: Logo Design

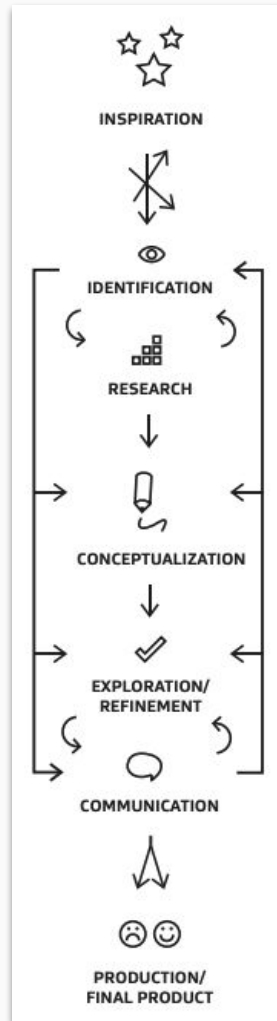
Module 4

Instructor: Davis Levine
EXSM 3922: Visual Design for UI
Fall 2022



Design Process

Design processes will vary across individuals and design disciplines.



Inspiration

Identification

Research

Conceptualization

Exploration/Refinement

Communication

Production

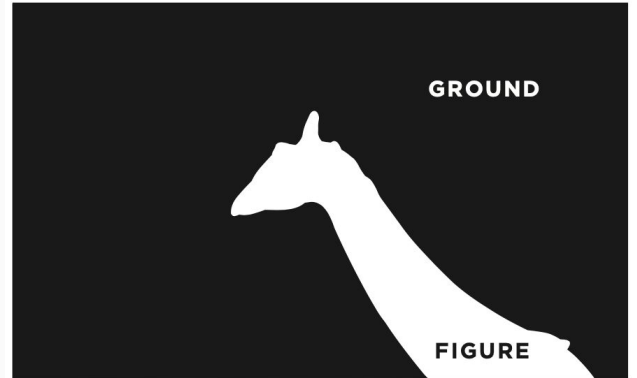
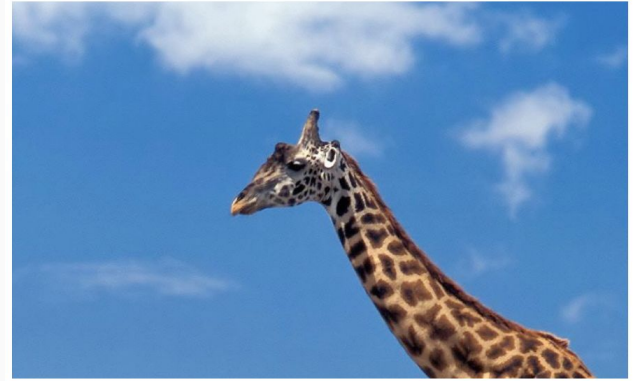
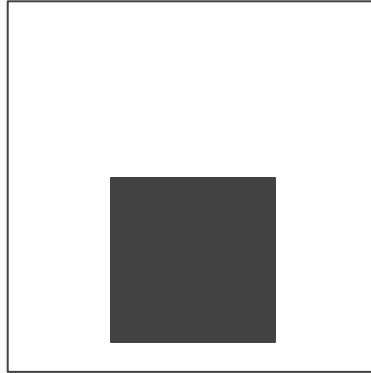
Negative Space

We turn clay to make a vessel;
But it is on the space where there is nothing that
 The utility of the vessel depends.
We pierce doors and windows to make a house;
 and it is on these spaces where this is nothing that
 the utility of the house depends.
Therefore, just as we take advantage of what is, we
should recognize the utility of what is not.

– Lao Tse (Translated by Arthur Waley)

Figure/Ground

Elements are perceived as either figures (distinct elements of focus) or ground (the background space or landscape on which the figures rest).



Negative space and logo design



Activating the negative space in your logo will help you to efficiently communicate more with less.



Assignments

Your fourth assigned reading will dive deeper into the design process for graphic design

For your fourth assignment, you will create a logo design for a fictional company