**Module -4**

### Module 4

**Process and Form: Logo Design**

#### Learning Outcomes

After completing this module, students should be able to:

* + - **Describe typical design process methodologies**
    - **Identify and outline your own design processes**
    - **Refine and develop a logo idea**
    - **Activate negative space in simple form design**

#### Required Readings and Video Tutorials

* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427572)READING: Samara, T. (2012). Drawing for Graphic Design. Beverly, MA–Rockport. File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427572) **(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427573)READING: Design Process Handout File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427573) **(Pls find the attached file)**

#### Supplementary (Optional) Videos

* [VIDEO: The rules of logo design URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6498465) Click <https://www.linkedin.com/learning/brand-design-foundations/the-rules-of-logo-design-part-1?autoplay=true&u=74416740> link to open resource.
* [VIDEO TUTORIAL: Adobe XD - Create and Edit Vector Shapes URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6499088)

<https://www.linkedin.com/learning/adobe-xd-essential-training-design-2020-q1/create-and-edit-vector-shapes?autoplay=true&u=74416740> link to open resource.

* [VIDEO TUTORIAL: Adobe XD - Using the drawing tools in XD URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6499071)

<https://www.linkedin.com/learning/learning-adobe-xd/drawing-icons?autoplay=true&resume=false&u=74416740> link to open resource.

* [VIDEO TUTORIAL: Adobe XD - Pen tool and stroke URL](https://eclass.srv.ualberta.ca/mod/url/view.php?id=6499093)

<https://www.linkedin.com/learning/adobe-xd-essential-training-design-2020-q1/pen-tool-and-strokes?autoplay=true&u=74416740> link to open resource.

#### Lectures and Slideshows

* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498476)Slideshow 4: Process and Form: Logo Design External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498476)**(Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6503039)Lecture Video 4: Process and Form: Logo Design External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6503039) **Pls find the attached file)**

#### Assignments

Please complete the following assignments. Consult Assignment PDF and Syllabus Schedule for deadlines.

* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498663)Assignment 4](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498663)  **Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427581)Slide: Assignment 4 Tip File](https://eclass.srv.ualberta.ca/mod/resource/view.php?id=6427581) **Pls find the attached file)**
* [[](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498664)Assignment 4 Grade Criteria External tool](https://eclass.srv.ualberta.ca/mod/lti/view.php?id=6498664)
* [Assignment 4 Critique Forum](https://eclass.srv.ualberta.ca/mod/forum/view.php?id=6427585) [1 unread post](https://eclass.srv.ualberta.ca/mod/forum/view.php?id=6427585#unread)
* [Assignment 4 Submission](https://eclass.srv.ualberta.ca/mod/assign/view.php?id=6427586)

