**Assignment 4**

EXSM 3922: Visual Design for UI

Instructor: Davis Levine

[dlevine1@ualberta.ca](mailto:dlevine1@ualbert.ca)

## Assignment 4: Logo Design

**METHOD**

For this assignment, you will be inventing a fictional business or organization and designing a logo to fit its fictional needs.

First, write a short paragraph (less than 150 words) that describes your fictional organization. Who is the audience it is trying to appeal to? What is the context in which they provide their services? What makes them different from other similar organizations?

Once you have written your paragraph, begin brainstorming visual symbols that could represent your organization. Which ones do you think will appeal to their intended audience?

Visually strong logos make use of the negative spaces in their forms (see examples from lecture). When the white space is activated, designers ensure they are communicating as much as possible through very little form. Incorporate some white space activation into your logo design. **Your final logo should maintain some visual strength even when it is sized**

**very small.** Eliminate any unnecessary detail**.**

Sketch many different versions of your logo and don't be afraid to experiment and try many iterations and versions. Push yourself to try large and small edits to your shapes. Your logo should slowly develop and improve as you work through your different versions. As you move through the steps of your logo design process, **document your progress sketches, inspiration and edits with photos or scans. Use screenshots for documentation if you are drawing digitally.**

**Option 1: Pencil and Ink**

Although vector shapes are the industry standard for logo design, you have the option to outline and colour your final logo design (very carefully and neatly) with ink. Use a scanner or scanning app to photograph your final drawing and import to an Adobe XD artboard of 1280 x 800 px. Include large (about 300 x 300 px) and small (about 100 x 100 px) versions of your logo with your original organization name and description.

**Option 2: Vector Drawing**

If you have sketched your logo in pencil, photograph or scan your final sketch and import it into Adobe XD or Adobe Illustrator on a 1280 x 800 artboard. Trace your logo with the pen tool (XD or Illustrator) or the curvature tool to create a vector shape. Include large (about 300 x 300 px) and small (about 100 x 100 px) versions of your logo with your original organization name and description.

*Tip: Use scanning apps like Genius Scan to 'scan' your sketches and drawings. Scanning will minimize distracting shadows on your image.*

In this assignment, you will only be dealing with the logo shape. You do not need to add any text to the logo.

**DELIVERABLES**

Export the 1280 x 800 artboard with your two sizes of logo and description as a PDF file and upload it to the submission folder on eClass. Use the following file naming convention:  
**EXSM3922\_A4\_Logo\_LastnameFirstname.pdf**

Take one photo, screenshot, or scan documenting your logo design process. Upload it to the submission folder on eClass. File can be .pdf, .png, or .jpeg. Use the following naming convention:

**EXSM3922\_A4\_Process\_LastnameFirstname.pdf**

**ASSIGNMENT SCHEDULE**

Post Critique: October 6, 2022

Submit: October 11, 2022