

## Module 05

“Content precedes design. Design in the absence of content is not design, it’s decoration.”

– Jeffrey Zeldman

## PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet *before* you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

### COMPANY/EXHIBIT

[Declare the company or exhibit you have chosen from the list of company and exhibit categories found on iLearn]

### COMPANY/EXHIBIT DETAILS

[Share important details about your company or exhibit. Identify the product your company will sell or the subject of your exhibit. Be specific.]

### THEME

[Declare the theme you have chosen from the list of theme categories found on iLearn. Be specific. For example, if you choose an animal for your theme make sure you state the specific animal (e.g. Animal: Fox).]

### TARGET AUDIENCE

[Describe the people who will buy your company's products or visit your exhibit. Be specific. Include important information like age, gender, interests, etc.]

### MOOD/IDEA CHARACTERISTICS

[What mood should your logo communicate?]

[What ideas should your logo communicate?]

### COMPANY/EXHIBIT NAME

[Create a name for your company or exhibit]

### COMPANY TAGLINE

[In one brief sentence describe the product your company sells or the purpose of your exhibit]

## ACTIVITY | LOGO: VISUAL RESEARCH

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. caption
2. caption
3. caption
4. caption
5. caption
6. caption
7. caption
8. caption
9. caption
10. caption
11. caption
12. caption
13. caption
14. caption
15. caption
16. caption
17. caption
18. caption
19. caption
20. caption

**PROJECT |** LOGO CATEGORY: VISUAL RESEARCH (PHOTOS ETC.)


## PROJECT | LOGO TOPIC: VISUAL RESEARCH (PHOTOS ETC.)


## **PROJECT** | LOGO PROJECT: WORD LISTS

A word list helps you explore ideas. Write every word you can think of that relates to your company or exhibit. Make sure you fill this page full of words. You may need the help of a thesarus to complete this task. Once the page is full of words take some time to find and mark those words that could be turned into interesting logo sketches.

Lists

## PROJECT | LOGO: MIND MAP

Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption
6. caption
7. caption
8. caption
9. caption
10. caption
11. caption
12. caption
13. caption
14. caption
15. caption
16. caption
17. caption
18. caption
19. caption
20. caption

## PROJECT | LOGO PROJECT: SYMBOL SKETCHES

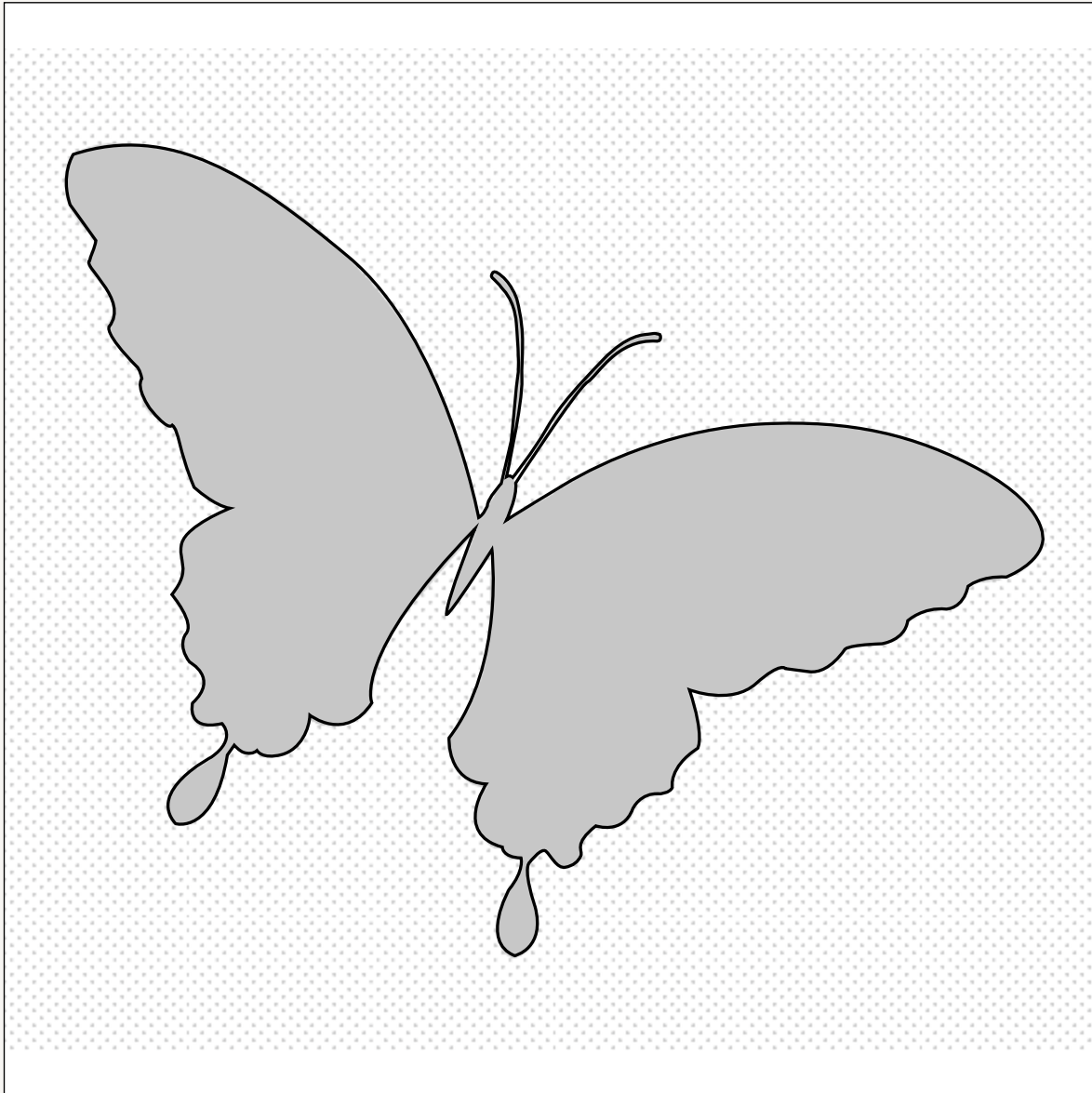
Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption





## ACTIVITY | ADOBE ILLUSTRATOR: AN INTRODUCTION TO THE PEN TOOL



## PONDER | MODULE 03

Hi my name is (your name here) and my favorite dessert is (fill in the blank).

**Why do you conduct research at the beginning of a design project?**

Answer

**What makes a logo good?**

Answer

**How many ideas were you able to discover through your word lists and mind maps?**

Answer

**How many of your sketches combine two different objects into a single image?**

Answer

**What is the most difficult part of coming up with ideas to sketch? How did you work through this difficulty?**

Answer

**A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.**



Take a photograph of a letter or number at your current location. Crop it and add it to this page with a caption.