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
I'm designing a logo for a company that makes t-shirts/ sweaters/shirts/sweatshirts/hoodies

COMPANY/EXHIBIT DETAILS
This company creates shirts/pants/shirts/sweatshirts/ hoodies/shorts and other types of clothes for special weather. For example, waterproof shirts for rainy days and breathable cloth for sunny days.

THEME

I choosed the clothing store and the theme will be "Weather". Also I will use umbrella and sun as main items for company logo.

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.]

People who will buy my company's products will be young people, who want to be unique. These clothes will be bought by both men and women.

MOOD/IDEA CHARACTERISTICS

In my opinion, company could have 2 logos: 1 for rainy or sad weather and 1 for sunny and funny weather.

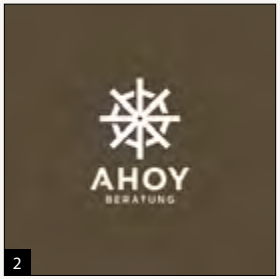
The company logo will show the idea of connecting weather with shirt (or something other).

COMPANY/EXHIBIT NAME
Match Weather

COMPANY TAGLINE
Feel the weather, put on clothes

ACTIVITY | LOGO: VISUAL RESEARCH

1



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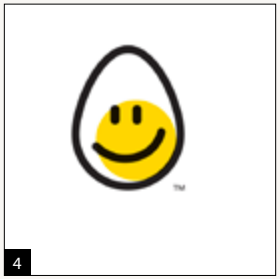
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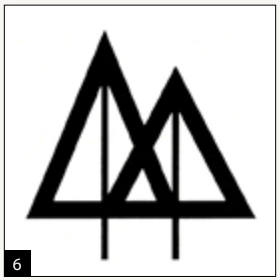
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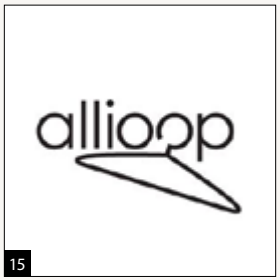

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20

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. Logo connected with my company's theme.
2. The shape in the center is similar to umbrella.
3. The shape is like sun which is follow my theme.
4. The egg is also like sun.
5. The umbrella is the main theme item in my company
6. These triangles are like umbrellas

7 - 20. Those are related with my company category

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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 compay 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.

weather

cold

snow

rain

sun

umbrella

sweater

t-shirt

shorts

shoes

clothes

polygon

snowfall

sunny

shop

sunset

sunrise

clouds

wind

symbol

feelings

circle

light

bright

climate

morning

evening

drizzle

sneakers

polo

pullover

dusk

shape

form

sunshade

jersey

jumper

jacket

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
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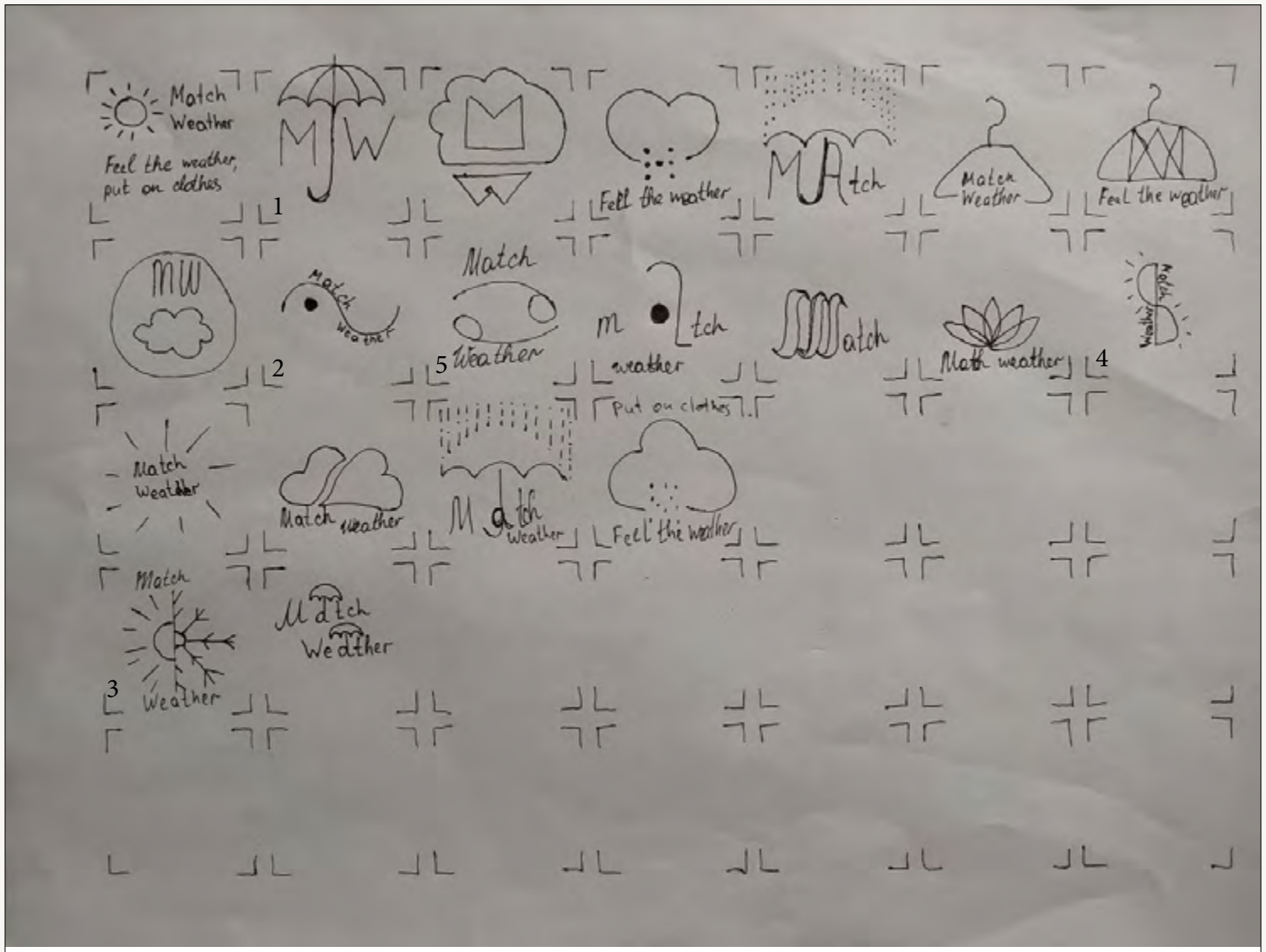
20. caption

PROJECT | LOGO PROJECT: SYMBOL SKETCHES



Identify interesting connections

1. I like this sketch because I used initials of company's name and the theme item.

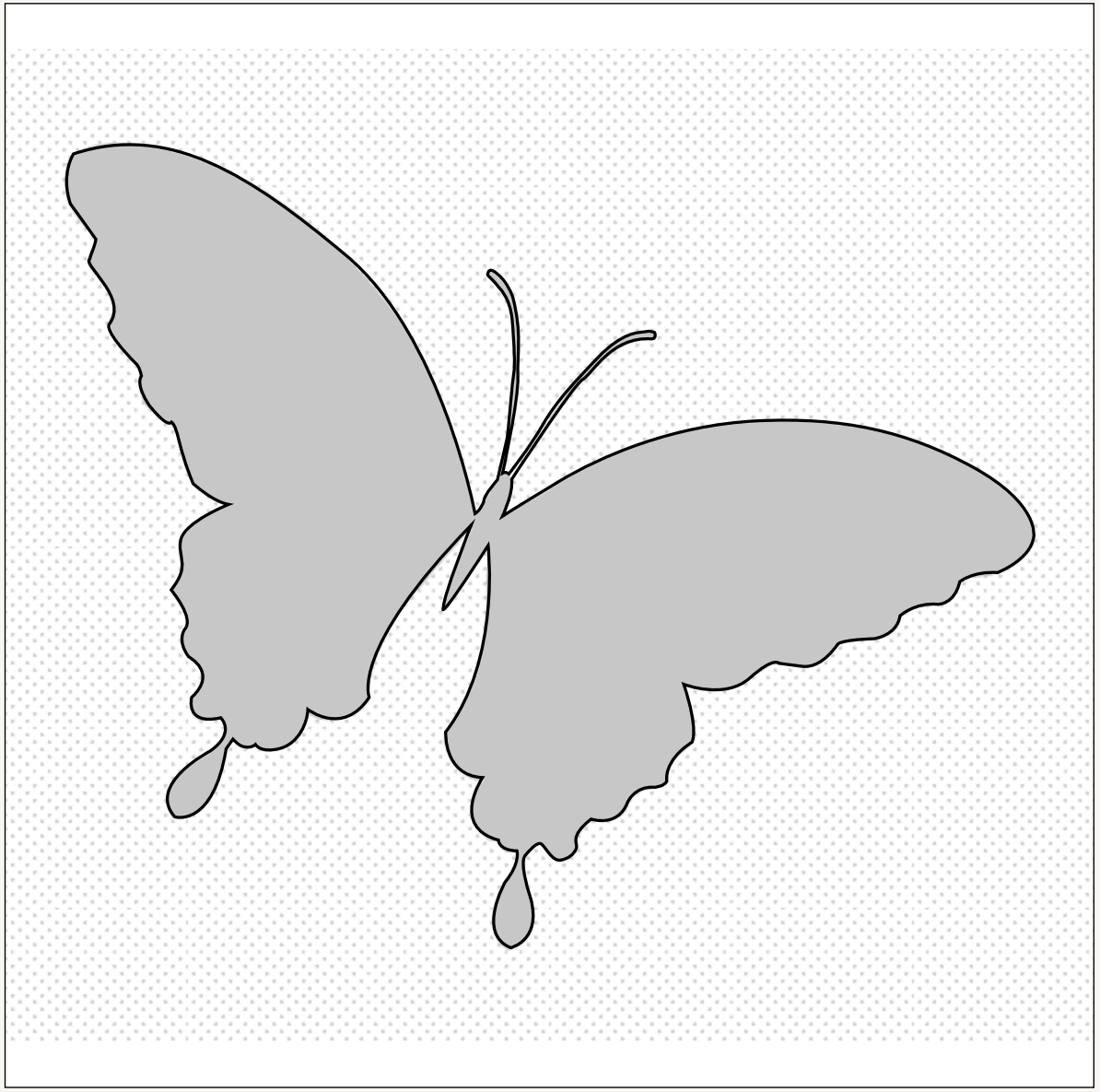
2. This sketch is also good for me, because I used the symbol of rain and company's name on it.

3. This sketch represent the main idea of company business and it relates with the name which is also written on logo.

4, I like this sketch because I like the location of items

5. This sketch like the 2 one is good, because I used symbol and company name.

ACTIVITY | ADOBE ILLUSTRATOR: AN INTRODUCTION TO THE PEN TOOL



Hi my name is Oleksandr and my favorite dessert is cake with cherries maked by my mother.

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

The researching at the begining of the the design project helps to get new ideas and inspiration for the future project. Also, during the sketching the logos, I came back to those researching logos and get ideas for work.

What makes a logo good?

I think that first of all a good logo must be related to the main theme and category which was chosen before.

Then, I think logo must represent the theme/category of the project and may contain company name or initials. It creates a good connection to the company and that types of logo are more recognizable for users.

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

I tried to discover as many as possible and through my word list I discover about 30 ideas.

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

1/2 of all sketches combine two different objects into a single image.

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

The most difficult thing for me was to create logos and connect them to my company name or theme or category. I tried to combine my company name and logo, but sometimes it was not possible to do. But I tried to do my best to show creativity in creating logos.

Also, this assignment is different from the past assignment with album cover and here it's easy to create something specific, because I can use not stright lines and ovals instead of circles and I can use typography on my sketches and this makes my sketch more related to company theme/category.

The researching at the begining of the the design project helps me get new ideas and inspiration for the future project. I think that first of all a good logo must be related to the main theme and category which was chosen before.

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