

Aim- Design a logo/icon for problem statement

Theory-

Principles of a great logo design

- Simplicity
- Memorability
- Timelessness
- Versatility
- Appropriateness

Designing process

Step 1 - Research the field/industry

Researching the field or industry helps designers get a sense of the environmental the logo is going to live in

Design varies from field to field.

Step 2 - Get to know the client.

Once the designer has a solid objective understanding of the field or industry, it's time to get the best possible understanding of what the client does and who their target audience is

Step 3 - Sketch, present and iterate on initial ideas.

Try to present the client with between two and three possibilities

Step 4 - Revise

Sometimes, this step is only a little tweak. Other times it's a sense of larger revisions.

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Step 5- Organize the final deliverable

Sort out which file formats and other iteration that the logo might live on

Designing a logo from scratch is a difficult creative process that takes a lot of research, knowledge of a business and its audience and a deep consideration for the principle of logo design.

Icon design is the process of designing a graphic symbol that represents some real, fantasy or abstract motive, entity or action. An icon design often represents a program, a function, data or a collection of data on a computer system.

Conclusion - ~~The~~ Icon / logo was successfully designed for chosen problem statement.

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