AIM: LOGO DESIGN AND ICON DESIGN.

THEORY:

Logo:

- Designing a logo is one of the things we love to do and don't love to do at the same time. Most of the time we fail at the presentations when trying to convince our clients into buying what we have designed. The designing of a logo is similar to designing a house or a car.

- The design of the car depends on how we approach needs and wants of users. The car and the house should be good looking and long lasting and safe to live in or drive. If we design a car or a house or car without looking into the taste of the target audience and the taste of people who are going to pay for you to get the design, we fail at our final output.

- Creating a logo should be a fun thing and it should be on target as much as possible. The design of the logo should consider the audience who are going to be viewing it, the environment the logo will be presented in, the materials which are going to be used to construct the logo you have created.

- Most of the time a logo is designed when a client comes to the designer and tell his or her needs. You are requested to create a design which is pleasurable to the client, engage its target audience, standouts from anything competitors have come up with and at the end to create a wonderful design for a logo.

- First of all try to gain an understanding on clients likes and dislikes when come to logos, what his or her's preferences are and expectations are. You might now tell me that "Why should I start from there?". The answer is simple. If you don't look in to the taste and needs the target audience will never see the masterpiece you have created.

Icons:

- Nowadays, icons are playing a major role in website designing. Designers are constantly focusing on icons, because they are very important for any website. Icons are very important, because users can be motivated by the message conveyed by icons. We have noticed that most of the users try to scan a website when they visit for the first time.

- Therefore, we should design a very interactive website which should attract users. With added graphics and display, one must also concentrate on icons.
  There are various ways by which designers can design an icon.

Below we are going to discuss some tips, which should be followed for proper use of icons.

- **Icons should be used instead of lists**

  Making a list will definitely annoy users, because nobody likes to waste time on unnecessary things. Therefore, you must come up with various elegant icons, which should be used instead of boring lists. Icons will make the website attractive and elegant at the same time.

- **Icons should be added to represent things**

  If your website is loaded with various products and services, then icons can be used to denote all the services and products. Icons are best for representing galleries, categories, subcategories and various groups.

- **Best for highlighting new and exciting features**

  Web designers must use icons to highlight new features, which should attract user's attention instantly. By following this method, new features and service won't have to depend on other publicity.

- **Showcasing services by icons**

  If you are maintaining a website, which provides different kinds of services, then icons can help you a lot. By using proper icons, you can showcase your services without putting much effort.

- **Use icons instead of headers**

  If you want to increase the overall appeal of your header, then you can add icons, this will increase the overall quality of the website, and moreover you will also get more attention from users.

Following is the LOGO and ICON for Home Automation System

LOGO:

ICONS:

Conclusion:

- Designing logo should be on target as much as possible. The design of the logo should consider the audience who are going to be viewing it, the environment the logo will be presented in, the materials which are going to be used to construct the logo you have created.

- Most of the time a logo is designed when a client comes to the designer and tell his or her needs. You are requested to create a design which is pleasurable to the client, engage its target audience, standouts from anything competitors have come up with and at the end to create a wonderful design for a logo.