

## GRA209

### Graphic Design for Non-Majors

#### Project 3. Identity Design - Logo for a Publisher

+ In this project you will be designing the **identity for a publishing company** that would be used later in your title page design and book cover. You will be given a concept to work on the imagery part of your logo which is **'the amblem'**. You will also be working on the typographic element of your logo which is **'the logotype'** using the typographical knowledge and practice you learned in this course. The most important aspect of a successful logo is the unified and balanced design of the **'amblem+logotype'**.

##### + Project Brief

1. *Pick your concept/theme*
  - A. You will be given a selection of concepts to work with.
  - B. Please make several idea sketches in your sketchbook working both on the amblem and logotype.
2. *Design Guidelines*
  - A. You will be asked to create two different alternatives to refine later.
  - B. Use only black and white (no grayscale or color).
  - C. Please employ the design principles we already learned about in this class -like **scale, unity, balance, rhythm, asymmetry/symmetry, etc.**
  - D. Please use different typefaces to work on your logotype and play with weights, sizes, and styles to create visual impact.

##### + Technical Requirements

Size: 200mm × 200mm - see the

Software: Adobe Illustrator

*\*Don't forget to convert all text to outlines before submission.*

##### + Submission

Please export & submit your logo design in Moodle – Save as PDFs and submit before the deadline. For next class please print out Black & White on an 200 g A4.

