PROJECT REPORT TEMPLATE

INTRODUCTION :

1.OVERVIEW :

But there is something you can do to aid that process. With logo disign, you have a visual communication tool to help you get your message across to the audience.

Logo are composed of text, color, shape, and illustrations. It serves as a self explanatory image that people can use to cannect with your brand.
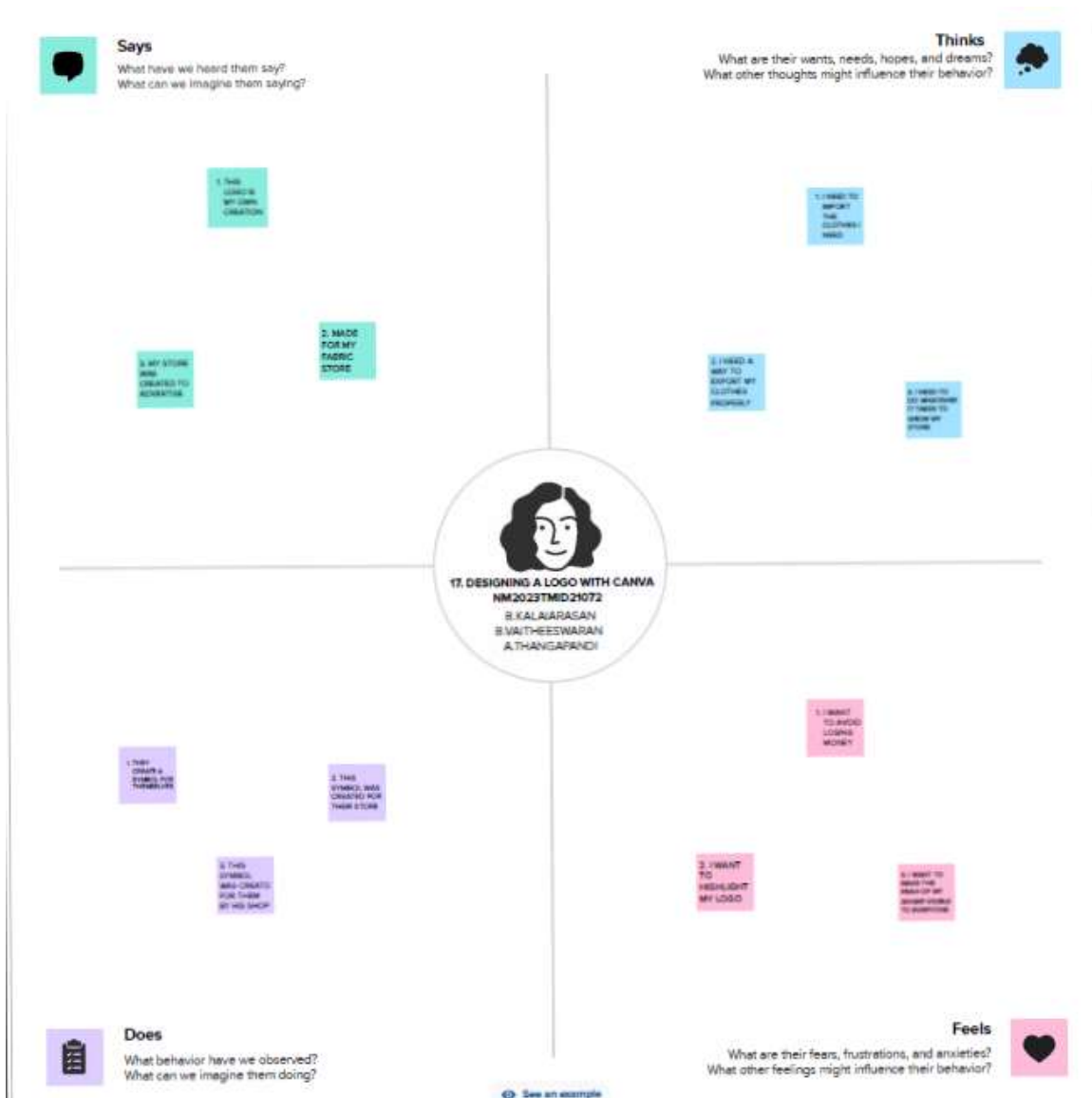
2. PURPOSE :

Logo are a point of identification they are the symbol that customers use to recognize your brand.
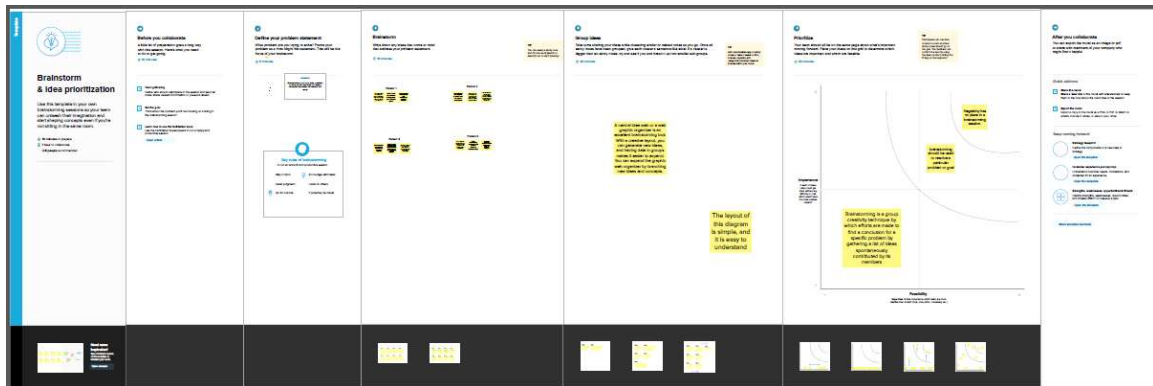
Ideally, you well want people to instantly connect the sight of your logo with the memory of what your company, does and, more importantly, how it makes them feel.

2. PROBLEM DEFINITION & DESIGN THINKING :

EMPATHY MAP :

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

17. DESIGNING A LOGO WITH CANVA
NM2023TMID21072
B.KALAIARASAN
B.VAITHEESWARAN
A.THANGAPANDI

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

IDEATION & BRAINSTORMING MAP :

2

3. RUSLUT :

FINAL FINDING (OUT PUT)

4. ADVANTAGES & DISADVATANGES :

A well designed logo builds trust by validating your professionalism and gets people to stick around.

It tells potential clients who you are, what you do, and how that benefits them. It communicats to people with no prior knowledge or experience with your business that you do great work.

Though there is always amphasis on designing a simple logo, there are still many famous logos that can be cited as examples of a complex design.

Very use full of design the logo, canva website is very good website.

5. APPLICATIONS :

This project very use full of desiging work my personal. Empathy map very use full of my brain thinking. Almost very use full this project.

6. CONCLUSION :

Logos allow buinesses of various sizes to present their brand strategeically. This relatively small piece the of graphic design drematically impacts the way you are perceived.