

# GDT

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# 106

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**ADOBE  
ILLUSTRATOR  
GRAPHICS**

NOVEMBER

15

- » EX. 6 DUE
- » Logos
- » Project 3: Logo Makeover
- » SOQs



**LOGOS: KEEP IT SIMPLE**

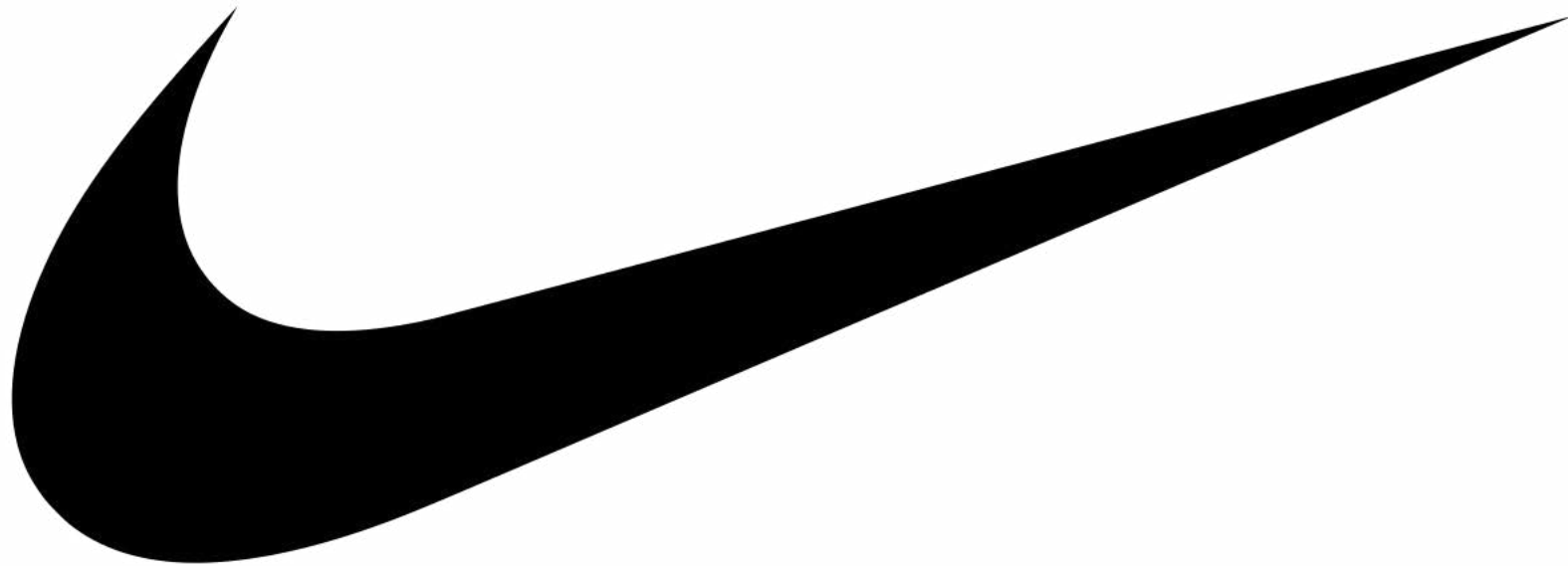
# LOGOMARKS



## **NAME ICONS (LOGOMARKS)**



## **SYMBOLIC ICONS (LOGOMARKS)**



# LOGOTYPES

Google

NASA

*Coca-Cola*

Disney

skype™



# LOGOS WITH HIDDEN MEANINGS



**TWINS™**



## LOGOS WITH HIDDEN MEANINGS



amazon

FedEx®

ᄇᄇᄇᄇ™

# COLOR PSYCHOLOGY

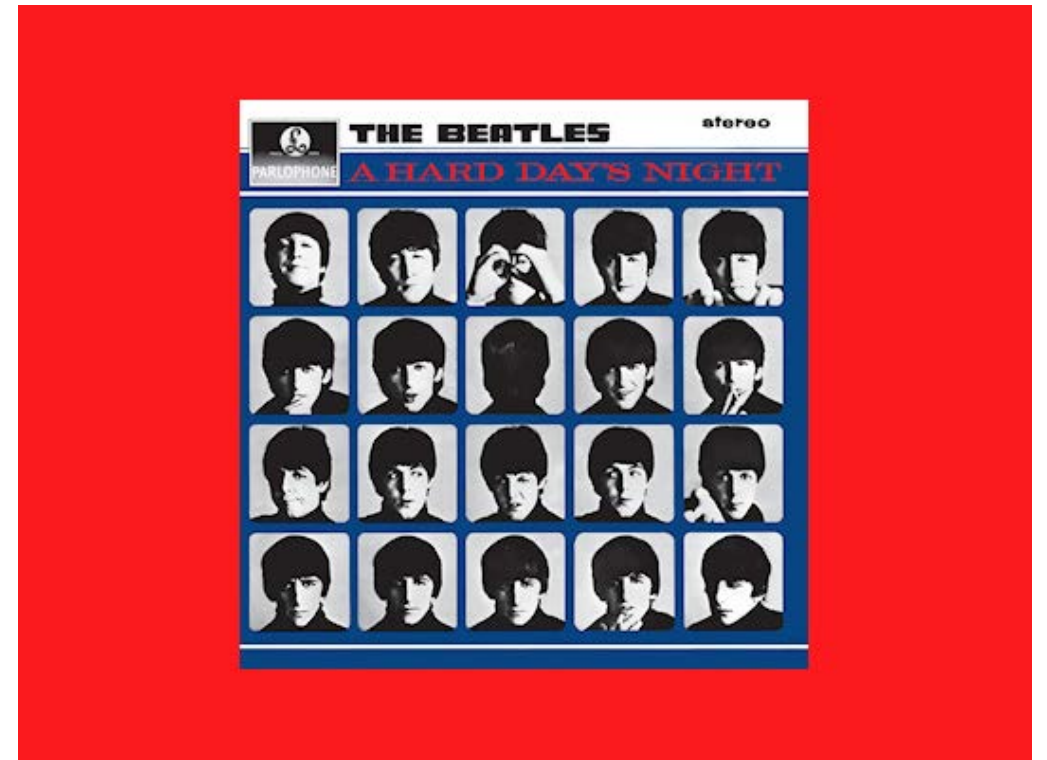
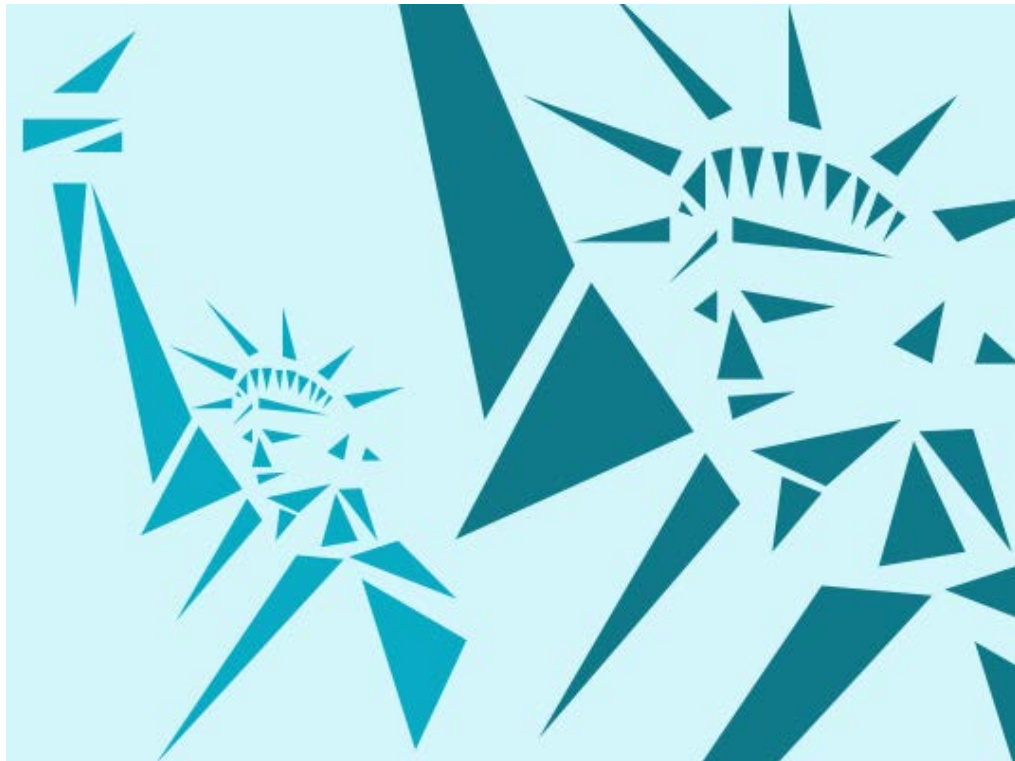


# COLOR EMOTION GUIDE



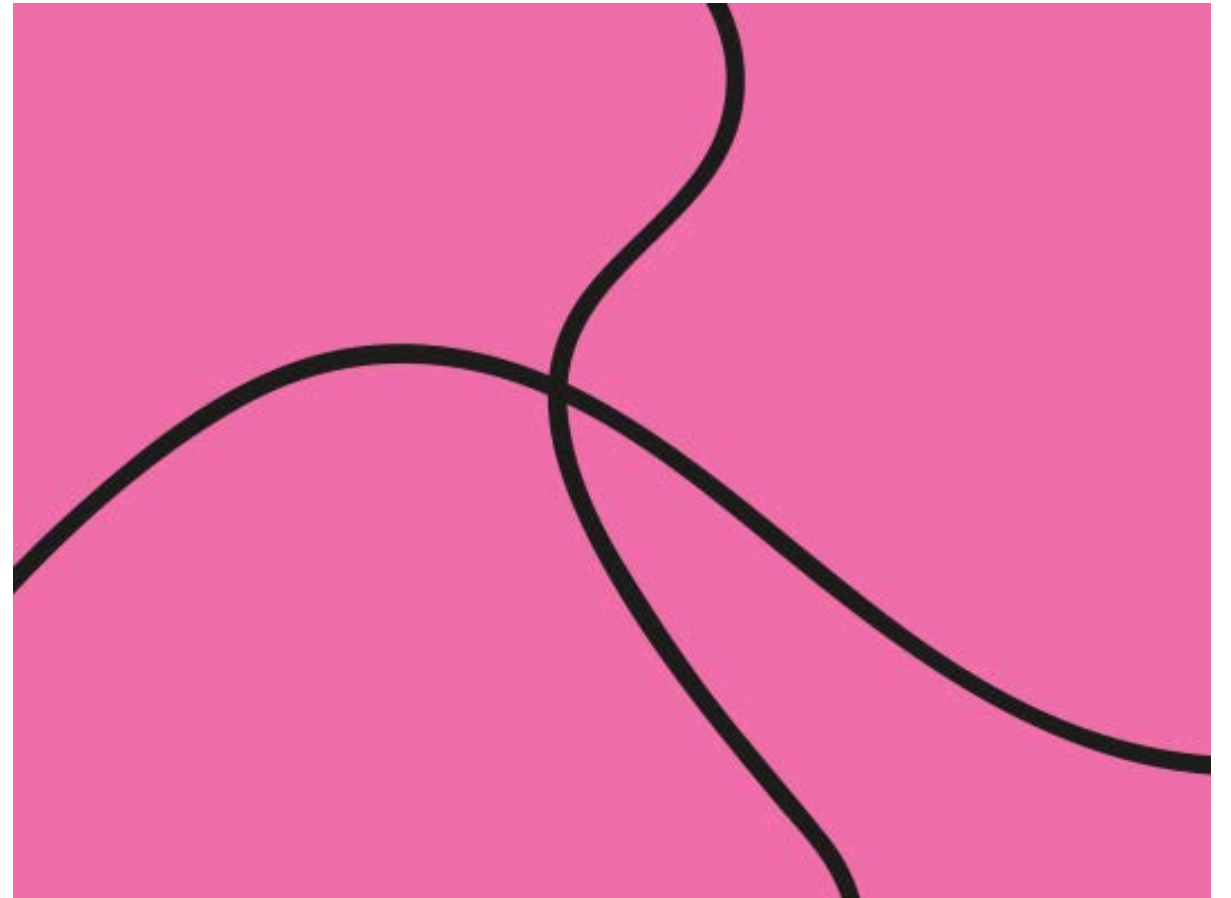
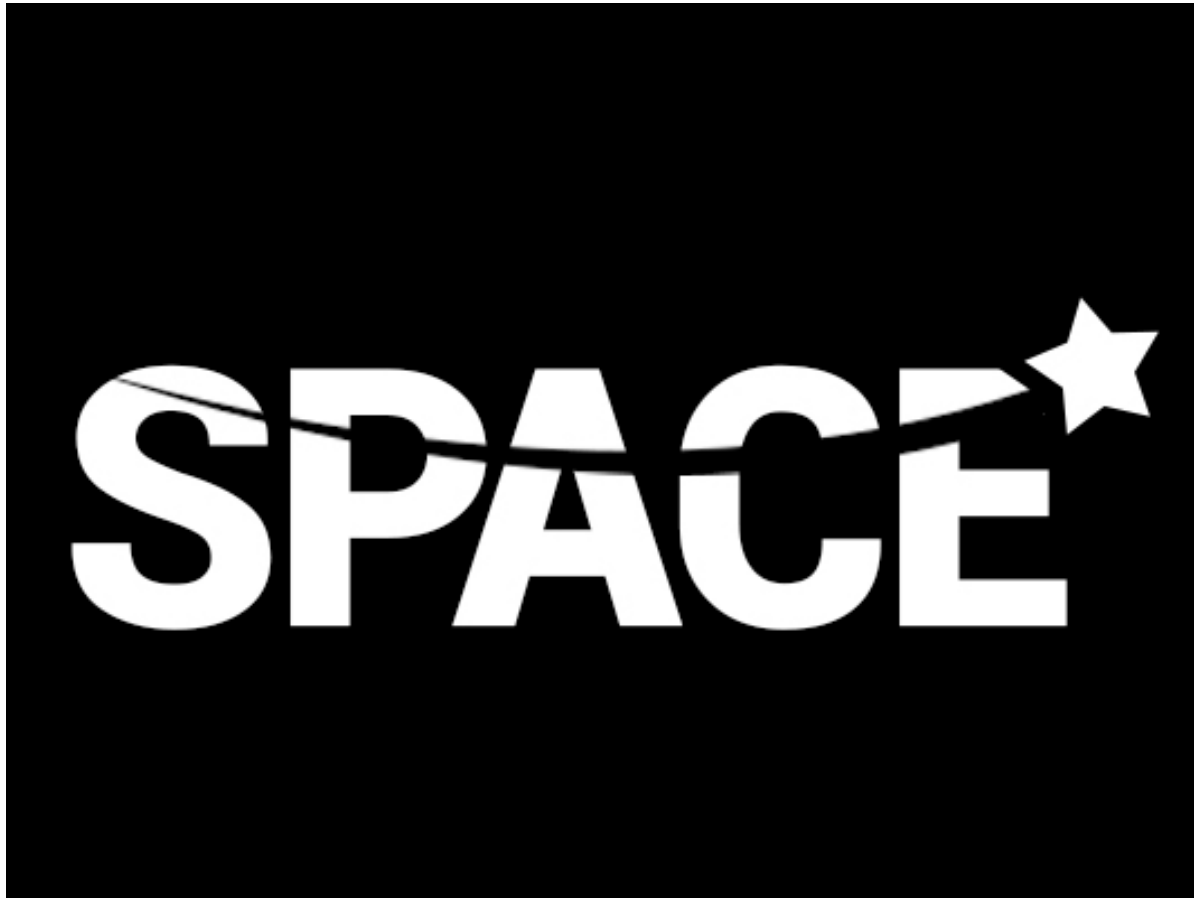
# **GESTALT THEORY**

# SIMILARITY





## CONTINUATION

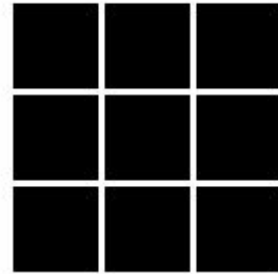
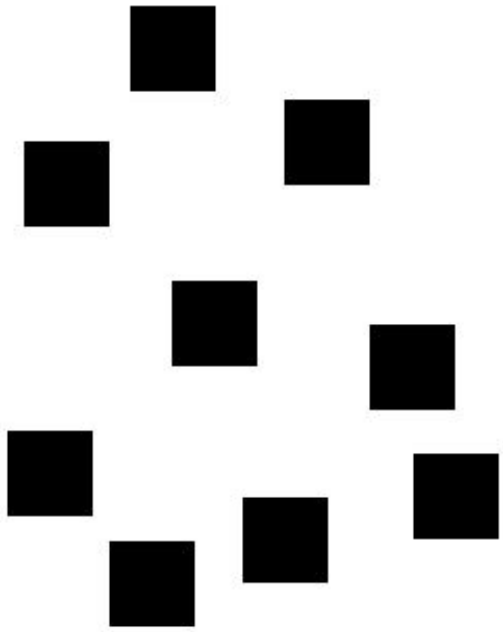


# CLOSURE

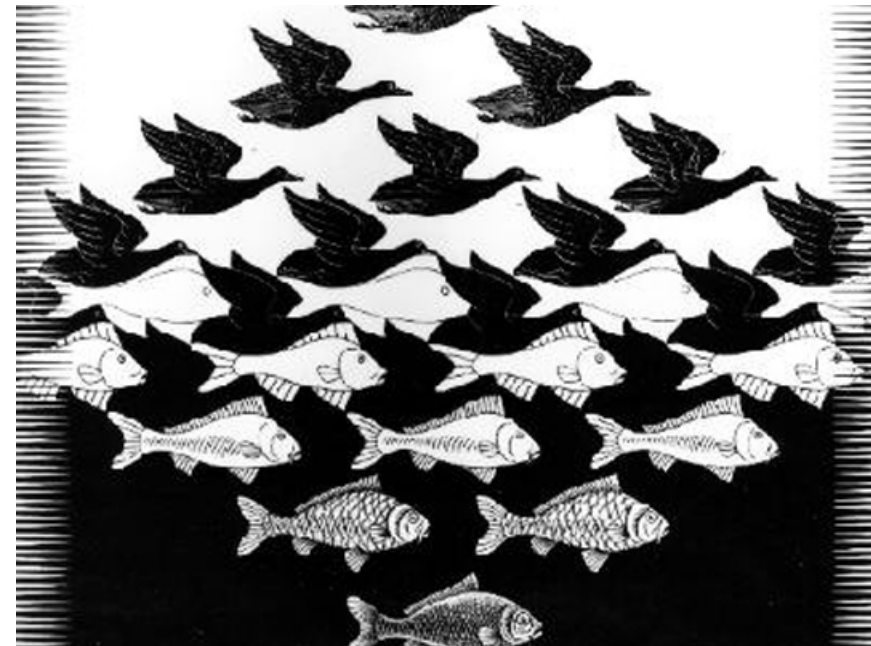
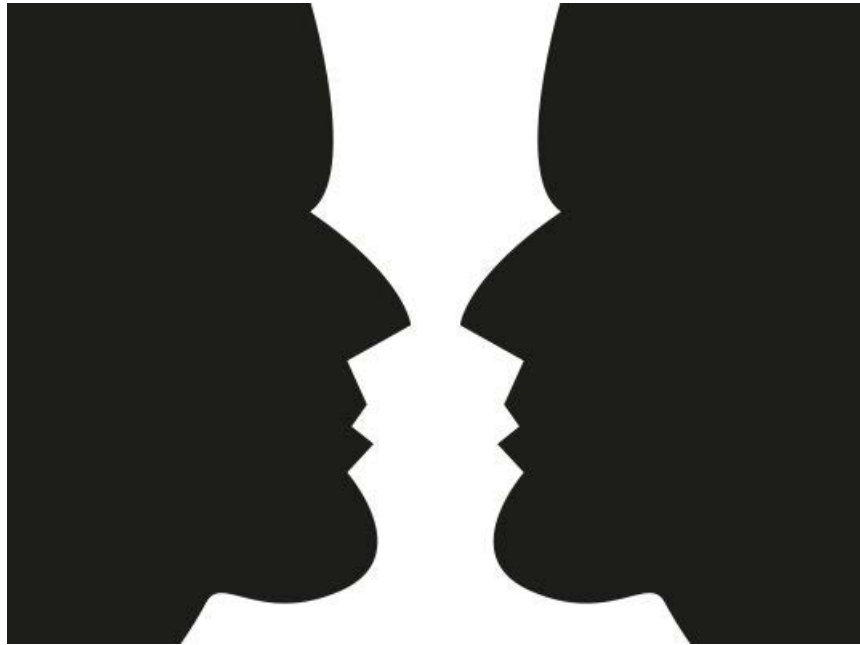




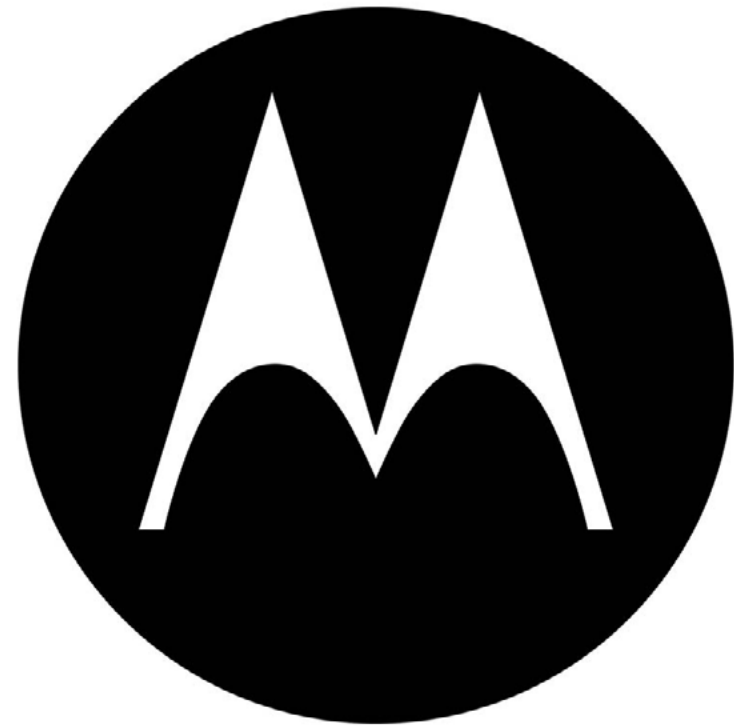
# UNITY & PROXIMITY



# FIGURE & GROUND



# SYMMETRY



## **HELPFUL LINKS**

**LOGO DESIGN LOVE**

**WHAT MAKES A GREAT LOGO?**

**CREATE 3D OBJECTS**

**THE SYMBOLS PANEL**

# TODAY IN CLASS

»

» Exploration 6 DUE

## HOMEWORK

- » Work on PROJECT 3 - **CRITIQUE ON 11/27**
- » Make sure to brainstorm and sketch
- » Have a great break!