Module 03b

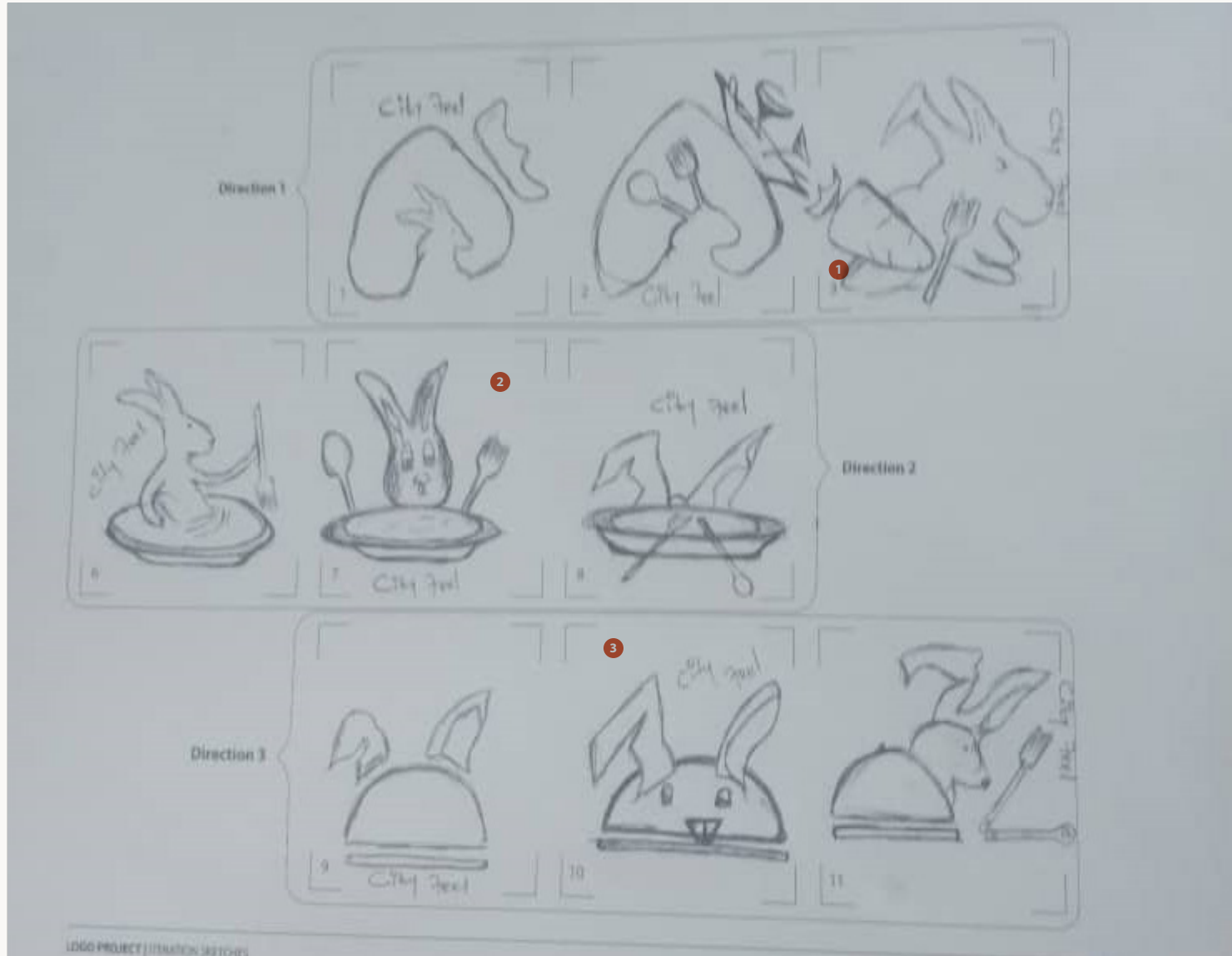"Constantly experiment … constantly go forward."

– Alexey Brodovitch

PROJECT | LOGO: SYMBOL SKETCHES

1. il wanted to make the logo more
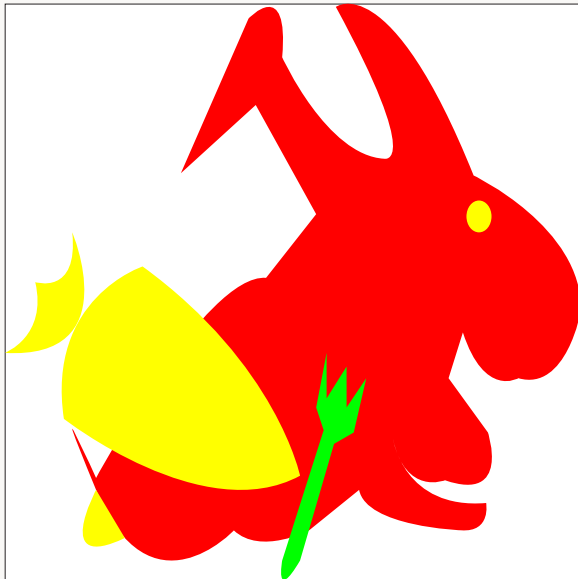
VIKING BRAND

PROJECT | LOGO: DIGITIZED LOGOS

Original Sketch
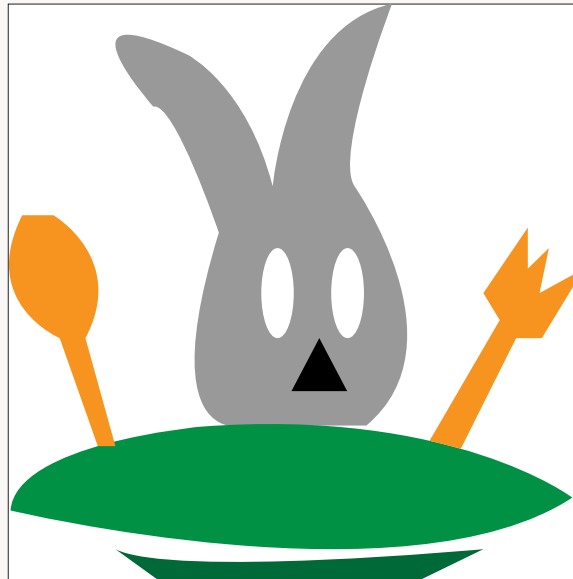

Original Sketch

Original Sketch

Logo Option A

Logo Option B

Logo Option C

My favorite color is light RED because it reminds me of fruits like red apples which I enjoy eating. .

3A: LOGO VISUAL RESEARCH

In the professional logos you found, what do your favorite logos have in common?

They have a symbol of a dish and a folk.

3A: LOGO BRAINSTORM

Roughly how many ideas were you able to discover through your word list? Did you find word lists helpful to your process?

I found 10 ideas and it helped me to easily get ideas.

Why is it important to define the target audience before sketching a logo?

To make an acurated logo

3A: LOGO SYMBOL SKETCHES

What makes a good symbol?

Creativity

How many of your sketches combine two different symbols into a single symbol? Do you feel you need to do this more or less?

Three sketches

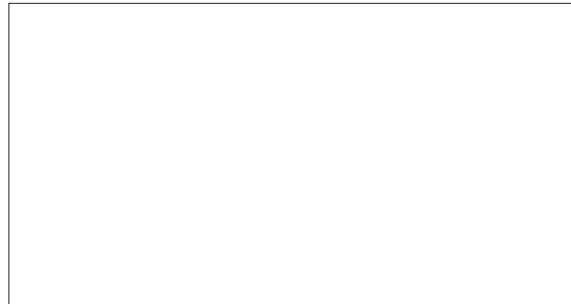### 3B: LOGO REFINEMENT SKETCHES

How did this second round of sketching affect your logo ideas?

It improved the ideas because I had gained more knowledge after the first round.

How did you choose which logos to digitize?

I chose basing on what looks pleasant to me

A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing

This logo has the same theme with mine interms of the sector..

and make it into a blockquote using this style.

3B: ILLUSTRATOR ACTIVITIES

What was the best and worst part about these activities as pertains to your learning? Did you like one more than the other?

They are good but complex to digitalise. I liked all

3B: LOGO DIGITIZED

What is form and why is it important when creating a logo?

It helps a logo to communicate.