

Maddie Chayer
ART 222
Fall 2025
Janna Ahrndt

2D Project Proposal

This experiment dives into logo making, more specifically creating a mock-up logo for the University of Southern Maine's planetarium, which is located on the Portland campus within the science building. Even more specifically, through the use of Adobe Illustrator. The experiment starts with a little research and looking into what type of equipment the planetarium uses to potentially utilize as a base for the logo. For my logo, I would like to use the silhouette of the star projector the planetarium uses as the main focus. I also plan to include the university's colors if possible, which are navy blue and gold. I also want to potentially add a lighter blue to compliment the navy blue and gold that the university's logo uses. I want to do this to add a consistency to their already existing logos, since the planetarium is within the USM Portland campus. Since the planetarium projector they use is a blue that's lighter than the navy, I think adding that color to the piece would be an interesting detail. I would like to emphasize the dome aspect of the planetarium as well and add a half circle at least somewhere in the logo. My main vision includes a Norman window-esque shape which includes the university's color with the silhouette of the projector in the foreground of the icon. I'm going to find inspiration within the university's preexisting logos in hopes to again, keep that consistency within the logos. I am unsure if I want to keep the logo flat or add an element that is shaded and looks more 3D, but this discovery is a part of my experiment. Because this is my first time using Adobe Illustrator, every step of the process becomes included in the experiment.