

The background features a black field with several overlapping, rounded rectangular shapes in purple, blue, yellow, and red. The purple shape is in the top-left corner. A blue shape is below it, extending to the right. A yellow shape is to the right of the blue one. A red shape is to the right of the yellow one. The text is centered in the black area.

Partner Logo Design Project

Digital Media 2 / Adobe Visual
Design

Big Idea:

- Each student will be partnered up/assigned with another student
- In these groups, each student will act as both:
 - The Client
 - A Designer

The Client:

You are the head-honcho for your company. It's your job to express to the designer what your company is all about and what you're looking for.

The Client:

- Name of Company
- Product/Service They Provide
- Target Audience
 - Age Range
 - Gender (M,F, or Both)
- What makes your company unique?

The Designer:

You are a freelance graphic designer who specializes in brand identity (Logos, Letterhead, etc.). Your job is to design a new logo for your client's company.

The Designer:

- Gather all of your Client's relevant information about their company
- Start off with the worksheet provided to you to sketch out ideas
- Remember this isn't a personal endeavour, but that your logo needs to be representative of your client's company

What Do I Need To Do:

- Sketch out thumbnails for logo (Minimum of 10 different ideas)
- Collaborate with Client of which 3 they like the best
- After you finish your initial designs of both logos in Illustrator, have a Client/Designer meeting and talk about what he/she might want changed, make the appropriate changes.

What To Turn In To Mr. Goble

- 1) Thumbnail sketch worksheet of logo ideas
- 2) Final logos done in Adobe Illustrator
- 3) Client Information **(Can be written on the back of the Sketch Worksheet)*
 - Your Company
 - Your Partner's Company