

Compound Word Logo

For almost any brand's logo design, you will be asked to design a logo that demonstrates TWO different things. Not only does the logo need to show the company product (or company name) but ALSO some other element that describes that company in particular. For instance, a company might specialize in organic coffee, and request that there be both a reference to "coffee" and a reference to "organic." This project will help you develop conceptual skills and exercise the idea development necessary to develop such concept-driven logos.

Project

Select a compound word. (Look up a list online.) Make sure that the word contains two separate unequal words (such as "butterfly" = "butter" + "fly"). These 2 words are now the subjects of your logo. Your end logo does not need to reference the original compound word (butterfly), but DOES need to reference both individual words (butter and fly).

Your final logo needs to be both original and vector. You may use online images as references and even trace portions of an image with the pen tool, but you need to transform your work enough that it is not clear where it came from.

In the industry, you will always need a black and white version of any logo. You'll find that the best way to do this, is to create it as black and white from the start. Thus, for this project, you must submit a black and white version. You may also create a color version if you want, but you must also have a successful black and white version. **Note:** By definition, the black and white version cannot have gray in it.

Step 1: Pick your compound word. Once you've selected it, do not change it. This will force you to push through the conceptual struggles and develop ideas after the point where it gets difficult.

Step 2: Create several sketches (keep them thumbnail size. Think of several different ways that "butter" can be illustrated and several different ways that "fly" can be illustrated. Think of different types of butter, different views, different angles, etc. Is it a stick of butter or a container of butter or is it on a knife...?

Think of ways the two images could be combined. Is one cut out from the other? How do they overlap? Is one image taking on the form of the other? Sketch out several possibilities for their combination.

Step 3: Computer time! Try out different path tools in Illustrator to explore more ways the images could be combined. Try out compound paths, the pathfinder, the shapebuilder, offset path, and any other tools that may be useful. Copy and paste the previous draft/idea each time you start a new idea so that you have a record of each experimentation. These serve as your digital sketches.

As you draw, be wary of using strokes, as they do not scale very well. Use your path tools instead, and make use of negative space.

Step 4: After discussion with me and with your peers, pick the best idea to finalize. Make all vector paths clean and smooth and remove any stray points. Print out the final logo on its own sheet of paper (fill the page well). Also print out your digital sketches to turn in alongside the final logo. Finally, photocopy or scan and print your hand sketches to submit as well. Put final logo print, digital sketches, and (photocopied) hand sketches in a neat stack in a file folder to submit.

The logo needs to be printed on letter-sized card stock or cover stock. The digital sketches may be on lighter-weight paper.

Evaluation:

- Conceptual progression: multiple ideas generated throughout multiple sketches
- Creativity and conceptual effectiveness of final logo: Is it creative, intriguing, clever? Is it memorable?
- Practicality and versatility: Is it effective in big and small? Is it effective in black and white? Will it play well with other parts of the design, such as a letterhead?
- Craft/professionalism of vector work
- Craft/professionalism of final print: Is the print out clean and free of smudges or bends/wrinkles? Is it on the correct paper?

Ideas:

<http://vandelaydesign.com/blog/galleries/25-clever-inspiring-beautiful-logos-using-negative-space/>

<http://www.boredpanda.com/clever-logos-with-hidden-symbolism-part4/>

<http://www.boredpanda.com/negative-space-logos/>

Evaluation for Compound Word Logo

Name: _____

Conceptual progression: multiple ideas generated throughout multiple sketches

excellent great fair insufficient

Creativity and conceptual effectiveness of final logo: Is it creative, intriguing, clever? Is it memorable?

excellent great fair insufficient

Craft/quality of vector work

excellent great fair insufficient

Craft/professionalism of final print

yes somewhat no

___ Free of smudges

___ No bends or wrinkles

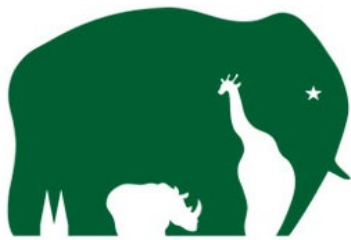
___ Positioned well on page

___ Correct paper size and weight

___ Follows all directions provided

___ Other neatness/professionalism issue

_____ /100



KÖLNER ZOO

