

Illustrative Logo

A basic element of Graphic Design is being able to create ***original content with a purpose.***

For this assignment, you will create a relatively simple logo design for a fictional client or company.

The **NAME** of the company and the **IMAGERY** that represents it should be married together in a creative and professional manner.

You are going to use a basic combination of descriptors for your logo NAME.

Noun + Verb or Adjective

10 Examples:

Net Speed
Game Blast
Zoo Tango
Lightning Frog
Art Rampage

Phone Glow
Media Explosion
Electric Hamster
Beautiful War
Dark Vision

Here is your main challenge as a young person used to simply “borrowing” (stealing) existing imagery..... your work must be utterly unique and original.

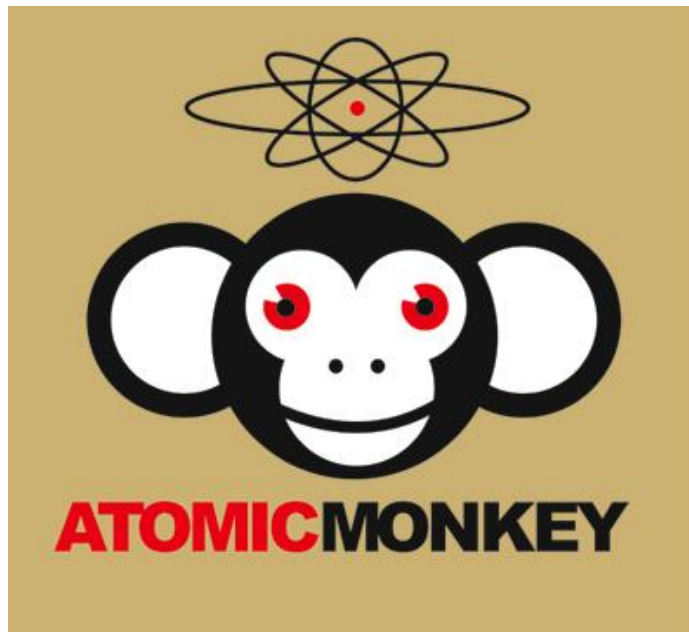
- A key thing that you have learned thus far is how to take complex objects and “**Simplify**” them (eye, face, etc) It is totally fine to take an image from life and “**Vectorize**” it to create a new unseen version of it.
- This does **not apply to copyrighted images** (celebs, existing logos)

- Note: Autotrace will not work for this, as your logo should be **relatively simple**.
- Most graphic designers can draw. A great way to get started on this is to sketch or draw an idea, then scan it (me)



Or, you can create **simplified versions of more complex objects** by tracing and modifying the colors as needed.

Example: Atomic Monkey



Ornery Frog



Smiling Frog

