THE ASSIGNMENT:

Kilde: http://www.dreamstime.com/stock-images-logo-design-elements-image15439124

You are going to design a logo for yourself using your initials.

The logo should say something about yourself. The logo should also work both in black & white, colour and in different sizes. Remember the things you have learned about logos, like keeping it simple and memorable.

1: Start off by doing a brainstorm.

Write down everything you can think of that is related to this project.

Example of a brainstorming
Kilde:
http://www.dreamstime.com/stock-image-mind-map-questions-blackboard-image18723761

2: Draw 10 sketches; draw them quite fast without thinking too much. This step is all about getting your ideas down on paper.

Remember that stylizing (simplifying) an object or symbol can be a good way to go when designing logos.

3: Choose two or three ideas that you want to continue working on. It is fully possible to combine different elements from different ideas.

4: Now you should be closer to your final logo idea.

If you already have one good idea; make a final drawing of it. If not, draw some more sketches before making a choice. It can be a good idea to discuss your design with a teacher and/or your classmates.

5: When you have finished with drawing your final idea (including colour sketches), write a short text where you explain your ideas and the choices you have made for the logo. You should include why you have chosen the shapes, fonts and colours that you have. This text is also to be handed in together with your logo design.