

Project
Notes:

Airbrush

Logo

Designing a logo, make a stencil, and airbrushing your initials.

New Vocabulary

- **Unity-** The sense of oneness or wholeness in a work of art
- **Color Harmony-** combinations of color defined by their position on the color wheel –such as analogous, complimentary, etc.

New Vocabulary

- **Stencil** – A template that is perforated (cut through) so that ink or paint can pass to create a printed pattern
- **Logo** - A name, symbol, or trademark designed for easy and definite recognition, especially one borne on a single printing plate or piece of type.

Project learning

- Day 1 (today)-
 - Project Notes
 - Logo Study
 - Worksheet
- Day 2
 - Unity
 - Reading/worksheet
- Day 3
 - Color Harmony
 - Reading/worksheet
- Sketchcheck
 - Turn in all the above in your sketchbook

Logo

- What can we tell about these two companies just by their logo?





Mark D. McCabe, P.E., Inc.
Aeronautical Engineering

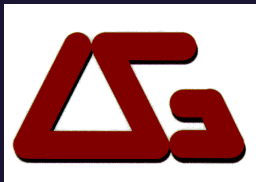
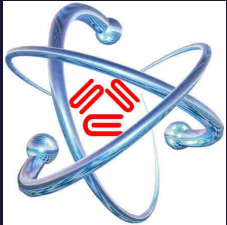
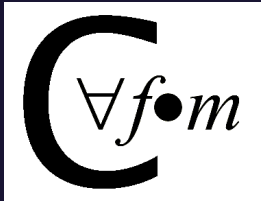
Logo



- One of these logos is for a construction company. Can you tell which one it is?

- How can you tell?

Logo Matching



Which logo belongs to each company below?

- Applied Sciences Group
- Software Engineering Lab
- Center for applied formal methods
- Synetic Software engineering

A
Graphic
Design
problem:
So, this guy
comes in
who owns a
printing
company...

His logo would be on everything so the logo had to do a lot of things:

(Application requirements)

1. It had to reproduce well in black
2. look good at 1" x 1" on an envelope
3. look good on an invoice, t-shirt, business cards and even a fax letterhead

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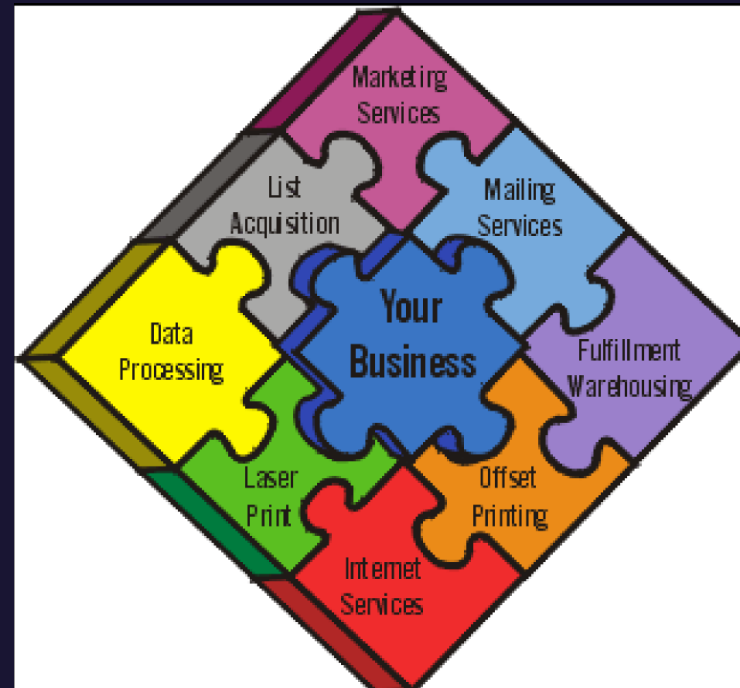
**He wanted certain things
involved in the logo:
(Personal Requests)**

1. It had to have an envelope in it.
2. It had to convey movement
3. And it had to incorporate the CMYK (cyan, yellow, magenta, and black) colors to represent the printing process- (what he does).

These are
the
competitors'
logos



This is the
client's
OLD
design



These are
the client's
new
choices:

• A



• B



• C



• D

