**WSU Vancouver Creative Media & Digital Culture Fall 2019**

**DTC 336 Composition and Design Sections 01 & 02**

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| [01](http://schedules.wsu.edu/List/Vancouver/20193/DTC/336/01) | 07146 | 3 | TU,TH 16.15-17.30 | VMMC 111 | Aug 19--Dec 06 | C Dreger | 24 | 24 |
| [02](http://schedules.wsu.edu/List/Vancouver/20193/DTC/336/02) | 11059 | 3 | W 17.45-20.30 | VMMC 111 | Aug 19--Dec 06 | C Dreger | 24 | 22 |

**Assignment 1 – Logo Design**

**Sec 1 Due Thursday, Sept. 5, beginning of class**

**Sec 2 Due Wed. Sept 4, 7pm (mid-class)**

You will create an image Logo for a company that will also work for a Launcher Icon for a mobile app for that company. It, or part of it, should be identifiable at the smallest commonly used size of a logo, a Favicon; 16 x 16 pixels.

The logo will be for a company (large or small or solo) or organization (not a religious organization because you will be too constrained by existing symbols), not a game icon (but it can be a game company), nor a particular product.

You may invent a company that doesn't yet exist, or redesign a logo that you don't think works, and that you can do better. (You will ***completely redesign*** the logo, keeping no parts or aspects of the original.)

The name of the company you choose needs to have a visual element to it. You will design both the spelled-out name, and the image/symbol/icon of the logo. The image/symbol/icon of the logo should be able to stand alone as a representation of the identity of the company.

The Typography needs to be original and unique; if you start with a font/typeface you need to customize it.

Read this article on logo design.

<https://99designs.com/blog/logo-branding/how-to-design-logo/>

Read this article on changes in logo design.

<https://www.fastcompany.com/90362194/ive-been-analyzing-logos-for-20-years-heres-what-changed-this-year>

There are several good articles here:

<https://99designs.com/blog/logo-branding/>

Most recognizable Logos:

<https://www.bluleadz.com/blog/30-of-the-most-recognizable-brand-logos-of-all-time>

Be conscious of how the logo will translate to an App Icon.

Read up on App Icons. Apple has some great design advice here:

<https://developer.apple.com/design/human-interface-guidelines/ios/icons-and-images/app-icon/>

Here is a very good article with examples of icon design:

<https://www.creativebloq.com/app-design/iphone-app-icons-11121350>

* Create the logo in Adobe Illustrator, and set it up for export in different artboards;
  + One as a Favicon at 16px square
  + One as the logo might appear on a web page header (your logo should be cleanly scalable, so try it out in several sizes)
  + One as a 180 px sq. app launcher icon
  + Any other variation that makes sense to you
* **Turn in your illustrator file with the final artboards clearly named.**
* **You may have many artboards with variations that you worked on. I want to see these so don’t delete your creative work from the Illustrator file.**

This explains exporting from Illustrator as several sizes and file types at once.

<https://helpx.adobe.com/illustrator/using/collect-assets-export-for-screens.html>

View these commonly used app icons.

How many can you identify?

Of the ones you can't, are they suggestive of a purpose or app?

<https://www.sketchappsources.com/free-source/attachment-2053-ultimate-app-icon-set-sketch-freebie-resource-img1.html>

Read from the online graphic design book:

<http://www.gdbasics.com/html/point/point.html> 1

<http://www.gdbasics.com/html/rhythm/rhythm.html># 2

<http://www.gdbasics.com/html/figure/figure.html> 6

<http://www.gdbasics.com/html/framing/framing.html> 7

These are Apple's Human Interface Guidelines, a good reference:

<https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/>

You will turn in next week in a folder with your name:

1. A brief description of your company's purpose/function/service/product(s).
2. The final Logo design in at least 3 forms, in artboards in your Illustrator file.
3. Your working/testing/experimenting Illustrator file with variations, modifications, etc.

Email me with any questions.

Some name ideas: (some of these are real companies)

Green Pastures Farms

Tech logic

Ideaseed

Tech Solutions

Galaxy Design

Organized Chaos

HydroCell