PIXEL

Tuesdays
6 - 7 pm
Cruess 210

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let's take a look at your LOGOTYPES

• What’s working?
• What’s not working?
• Give a suggestion for improvement
Nobody normal gives a shit about logos.
Linear illustrations that use multiple line widths make me feel bad inside.
LAND SLIDE  BUILDING  BRIDGE  POWER PLANT  OIL  AIRPORT
ELECTRICITY  WHARF  INDUSTRIAL  DAM  EXCAVATION  PIPELINE
INTAKE  NATURAL GAS  DEEP FOUNDATION  MISC.  FORMULA 1  ROAD
Cosmic
Designers appropriate the familiar and twist it into the delightfully unexpected, or else the disorientingly unfamiliar.
The Hipster Logo Design Guide

Six easy steps. No concept necessary!

1. **CREATE A BADGE**
   - Rounded edges give a retro, vintage vibe.
   - Choose a color or combination of colors that are not easily noticeable.
   - Add visual interest with color.

2. **DECORATE!**
   - Design a badge or use an existing one.
   - Add shapes and textures to give character.
   - Think about how the logo will look on different backgrounds.

3. **KEY WORDS**
   - Use strong, authentic, and handcrafted words.
   - Include phrases like "socially responsible," "artisanal," or "handcrafted.

4. **EXTRA INFO**
   - Consider the font and style.
   - Add more words to make the message clear.
   - Include symbols like arrows, stars, or initials.

Design Shack (center)
Tim Delger (background)
use of negative space
let’s take a look at LOGOS

- Describe the illustration
  - Weight
  - Shapes
  - Spacing

- Describe the font
  - Style
  - Weight
  - Personality

- How do the illustration + font pair?
  - Is it successful?
  - Why or why not?
nightshayde
Ogla Vasik
draward
• Over the next week
  - Official project name: Compassion Feed
  - Sketch 3 possible illustrations for your chosen logotype
  - Print out 2 copies of logos on 8.5” x 11” sheets of paper
  - Be prepared to present!
one more thing

ANNOUNCEMENTS

• 2nd Illustrator Workshop after meeting!
• Now accepting membership payments
• Check out our website!
SEE YOU NEXT WEEK!