

Logo 3: simple graphics, due Monday 4/8/24

Today we're going to continue to refine our logo by creating Inkscape versions that use fonts along with simple graphic elements.

Remember our general guidelines:

The # 1 rule: you personally need to create what you turn in.

You will ultimately be putting your logo on some things (via vinyl, laser, or CNC) so try to create designs that are pleasing to look at and that following our overall logo design principles from last week:

1. A logo must be describable.
2. A logo must be memorable.
3. A logo must be effective without color.
4. A logo must be scalable. So it should look good at 12" by 12" or 2" by 2".

Today's assignment:

Logo 3: simple graphics: Make 3 examples of your logo that use one or more fonts plus **some simple elements such as rectangles, lines or dots**. Sketch on paper to aid your creativity if needed. Think of abstract geometric design elements. The graphic elements need to be simple (lines, circles, triangles, shapes, dots, etc.) not actual pictures or drawings of things. Again, write "Your name, Logo 3" at the top inside the Inkscape file and arrange the three logos above each other in a single Inkscape file, not too far apart. Select all and choose "Object to Path" from the Path menu so the font shapes get preserved.

Name your file

yourname Logo 3 .svg. Turn in on the Google Classroom for this assignment.

Examples to the right. Notice how all the images are simple shapes or lines, none are actual graphics of things. That's what today's assignment is: add graphics, but keep the graphics very simple. You can't, for example, include real objects, like a wrench, or truck, for example, the graphics must be basic shapes or lines.



