

Book Publisher Icon Design

Ciruelos Publications has approached you to develop a trademark icon to appear on their signage and branding material. Develop as many ideas as possible to propose to the owner.

Requirements:

Typographical solutions are not to be used for this assignment.
At each stage I want to talk to you individually.

1. Divide paper into 6 different boxes 3" wide x 4" tall, with an equal margin between all squares.
2. Page 1: roughly sketch out different drawings that can be used for the book publishers— keep in mind how shapes are developed in Illustrator to produce a finished image. These should be a wide range of different ideas.

Keep these ideas in pencil. Do not spend much time on intricate details.

Isolate the strongest strategy of these six.

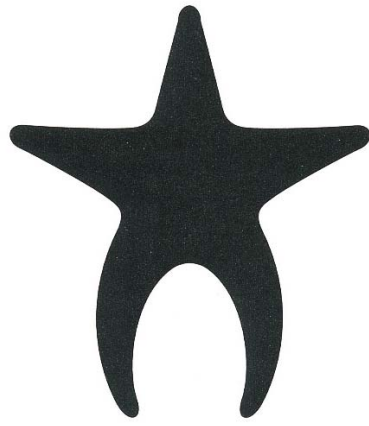
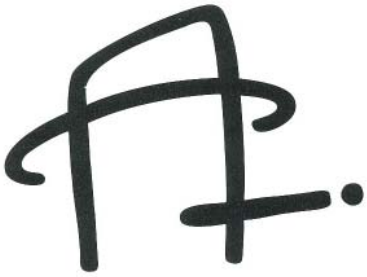
3. Page 2: For the next series of drawings rearrange the chosen idea in different angles and perspectives. Add more details, hints of textures, shading.

At this stage use a broad tip pen.

Isolate the strongest of these six.

3. Page 3: Strengthen your chosen concept by adding indications of highlights, shadows, simple backgrounds. Create a minimalistic version and a complex full-texture version.
4. Be prepared to create a complex four-color version at a later date.
5. Number the pages and be sure your name appears on all three.

sketch 07



DEEP ELLUM



1. Cigar Afficionado
2. Texas Alliance of Dentists, Inc.
3. Legal Beagle
4. Legacy Capital Group
5. Guinness Beer
6. Comfort Homes
7. Deep Ellum
8. Starbucks