

Homework

due: 05.17.07 beginning of class

Utilizing two established fonts, and your own letterform, generate a monogram-style logo for the St. Louis-based store: Left Bank Books. Identify the chosen fonts.

Visit their web site: <http://leftbank.booksense.com> to gain an idea of their philosophy and product. You want to convey a sense of their diverse market, location, & mission.

Utilize a variety letterforms for the three initials: L, B, B. Do not use the same font more than once within each design you propose.

Combine the letters into one path object. Do not group shapes. Merge all shapes into one object. Be sure to knock out counter shapes.

Do not construct linear, typical arrangements.

In a sense you are creating one "new" letterform out of three shapes. The logo should be able to function in many different marketing arenas: signage, web, print.

Come to class with 10 finalized concepts to discuss strengths and weaknesses. Keep the finalized size at approximately 150 points.

Print out on tabloid-sized page.
Save digital file on Transfer Space.

