



## **ASSIGNMENT DETAILS**

During today's class and next week's class, you'll be given time to start working on your band's logo. This logo will be part of the T-shirt design you'll be producing for this class.

Maybe you're already in a band, or have a favorite band, or have a cool name for one. What kind of music do they play? What instruments do they use? What are their songs about? Who's in the band? What kind of feel does the band's music have? (Loud, fast, slow, powerful, laid-back?)

We're going to look through some examples of real band and musical artist logos. As you look at each one, try to guess what kind of music they play (if you aren't already familiar with them!), and what kind of message they are trying to send about their music. Does the logo have a lot of jagged edges? Maybe the musician(s) want to come across as being tough. Does the logo have a lot of hearts and styles and loops? Maybe the musician(s) want to come across as being cute. Try to get a feel for what the design of these logos is saying, and make sure as you design your logo that you are making choices in the design that reflect what you want your band's logo to say.

Create a type composition that reflects your music group's musical style, personality, and message, and could serve as a logo for your T-shirt design.

## **GUIDELINES**

Some guidelines for your logo:

- You can use any font available on the computers in the lab to create the logo.
- You can use any of the techniques we've covered in this class or even techniques you've learned on your own.
- Walter from EmbroidMe let us know that there are no restrictions on the number of colors you can use, so you may use as many colors as you would like.
- Remember that your T-shirt design is going on a light-grey colored T-shirt, and the T-shirt printer won't print in white ink. So make sure your logo can work without the color white. You may want to design your logo on top of a grey rectangle to make sure it will look okay on the shirt.
- Your logo does not have to be text only. You'll see a couple examples of musical artist logos that have illustrations or symbols. Feel free to incorporate illustrations and symbols of your own design in your logo!
- Your logos must be your own creation. You are free and encouraged to collaborate and get feedback and ideas from your classmates, but don't download and copy designs from the Internet if you don't have permission from their owner.

## INSPIRATION

Here's some examples of potential logo type treatments for an imaginary band called 'The Mole Rats' to tickle your creativity. Feel free to draw custom lettering if you need to!

For color palette inspiration, check out <http://colourlovers.com>.

### 1 CHOOSE A FONT:

**the molerats**   **the molerats**   *the molerats*

### 2 EXPLORE POSITIONING AND LETTERING:

**THE  
MOLERATS**   **the  
molerats**   **THE  
molerATS**

ALL UPPERCASE   ALL LOWERCASE   MIXED CASE

### 3 EXPLORE KERNING:

**the  
MOLERATS**   **THE  
molerATS**

LOOSE   TIGHT

### 4 LETTER DANCE (IF YOU LIKE)

**THE  
moleRATS**   **the  
MOLE RATS**

SINGLE LETTER DROP   SPIN AND POSITION

### 5 OUTLINE

**THE  
moleRATS**   **the  
MOLE RATS**

SINGLE ROUNDED OUTLINE   MULTIPLE OUTLINES

### 6 COLORING

**THE  
moleRATS**   **THE  
moleRATS**   **THE  
moleRATS**   **THE  
moleRATS**

GREYSCALE   SINGLE 'POP' COLOR   MONOCHROMATIC   ANALOGOUS

### 7 MANUAL NODE TWEAKING

**THE  
moleRATS**