WEB DESIGN LOGOS ASSIGNMENT

In this assignment you will learn what logos are

and create 5 styles of logos for your personal portfolio web page.

You will apply the following Graphic Art standards:

1. Balance :**Balance** in art refers to the sense of distribution of perceived visual weights that offset one another. We feel more comfortable--and therefore find it more pleasing--when the parts of an artwork seem to balance each other. Imbalance gives us an unsettled feeling, and that is something that for most artists is not the desired effect.
2. Color - Hue :The word **color** is the general term which applies to the whole subject - red, orange, yellow, green, blue, violet, black and white and all possible combinations thereof. **Hue** is the correct word to use to refer to just the pure spectrum colors. Any given color can be described in terms of its value and hue. In additon, the various physical phenomena and pyschological effects combine to affect our perceptions of a color.
3. Symmetry :the placing of identical forms to either side of the central axis of a work to stabilize it visually.
4. Asymmetry :Asymmetry means without symmetry -- with **no** mirror imagery. It is possible to achieve balance without symmetry.
5. Contrast :**Contrast in art** is a distinct difference between elements of a form or composition; either visually or in subject matter.
6. Creativity :Common definition from Webster's - Creativity is marked by the ability or power to create to bring into existence, to invest with a new form, to produce through imaginative skill, to make or bring into existence something new.
   1. You may choose a design that reflects you, include elements of design and artistic play
7. Theme :This is the 'idea' that you are trying to convey in your art (logo). You need to have a common theme for 4 of your logos, the creativity logo can of course go outside the box.
8. Elements of Art
9. Principles of Design | More Design Princples

What are Logos: the term "logo" is used to refer to any symbol created for the purpose of identification

In This case the purpose of identification is you

1. The purpose of a logo on a web page : A logo becomes the visual cue for an organization, and this will remain a part of your organization throughout the course of its history. Yes, it may be spruced up over the years to remain stylistically relevant
2. Great Examples of logos
   1. 30 examples

Process steps

1. Choose a Theme
2. In Fireworks start with a canvas size of 200 x 150, as you can see by my examples they do not all have to be the same size but they should all be **SMALL**
3. Choose the elements that you will use to express your theme, you should not make them too complex, you will be reusing these elements for 4 different logos. Take some time to play with getting the correct elements but not longer than 2 days.
4. You will create 5 logos: Color-hue, Symmetry, Asymmetry, Contrast, Creativity
   1. Create your first logo, you are free to choose how you want to approach the different types of logos. When you are finished check with me, and an elbow buddy for some artistic review.
   2. If you are statisfied then save it TWICE.
      1. create a folder for your logos called: logoImages, save all of your logos inside this folder
      2. First as a file with a png file extension, this insures that you will be able to edit it later. This file type preserves layers.
      3. Choose between a gif and a jpg file extension
         1. a jpg file extension. This file type ensures high quality color.
         2. gif this file extension allows for transparency around your shape
5. [Some tutorials for Fireworks](#) | [More Fireworks Tutorials](#)

Image of what your table should look like

My Image Collection Theme is web design		
 asymmetry	 creativity - I like robots!	 contrast
 hue-green		 symmetry