

Redesigning a Logo

This assignment is about redesigning the ABC logo. Creating a distinctive logo is a great way to establish a consistent corporate image. However, over time some company images can become dated or obsolete for one reason or another. Great design is measured by longevity. This logo was designed in 1952 by Paul Rand, and is still being used today by the network. So what constitutes a good logo design. Simplicity? Readability? Easily recognizable? Probably some of all the above. A designer approaching this problem would ask themselves, who do I actually design the logo for? Who is the audience? What does that audience feel comfortable with? And so on... The answers to such questions are fundamental in order to create a decent and representative logotype.

You will need to draw upon the concepts we have studied this semester. The most important (and also the most widely varied) perspective we have to keep in mind is the viewer. This assignment is also meant to be completed in one class period. Using either Illustrator or Photoshop, work quickly to generate as many rough ideas as possible. Next, select one design that you feel is the strongest solution. Develop that solution into a final design. Work in black and white only. Due at the end of class.

