Rick Riordan Art Project

GOAL:

To increase understanding of visual strategies used by illustrators and logo designers for promotional materials.

**Logo**

Know your audience

What are you communicating?

Keep all of your sketches!

Do not imitate!

Think about FONT

Use of Space <http://trileafdesigns.com/blog/wp-content/uploads/2012/03/fedex-logo.jpeg>

Less is more!

Make a design ACTIVE [http://3.bp.blogspot.com/-NxouMmz2bOY/T8\_ac97cesI/AAAAAAAAGg0/e3vY1\_bdnbE/s320/Twitter+logo+2012.png](http://3.bp.blogspot.com/-NxouMmz2bOY/T8_ac97cesI/AAAAAAAAGg0/e3vY1_bdnbE/s320/Twitter%2Blogo%2B2012.png)

**Movie Poster**

How will you grab the attention of your viewer?

Show without telling

Put viewers in the middle of a scene

**Book Cover Designs**

Be BOLD

Do not use more than 2 FONTS

Pick colors strategically – less is more

How are you using color to convey mood and emotion