

# Logo Workshop: Olympic Games '28

Professor: Diego Vainesman

(Online) Synchronous

Tues., November 28–December 19

Class hours: 6:30 pm–9:30 pm (EST)

4 sessions

The assignment will be to design a logotype/isotype that would be used for the Olympic Games in the city that it is being assigned to you. The professor will email you the City on Tuesday, November 21<sup>st</sup>.

## 1 First class

For the first class you should have comps, sketches, and concepts (nothing digital). At least 3 different ideas. We are not going to criticize the quality of the drawings, but it is important for you to convey your concept through your sketches/drawings. Each student will upload and present their work. The professor will make individual critics.

Please show mood boards/concept boards.

### Homework

Take your drawings and create digital files including fonts.

## 2 Second Class

Same dynamic as the first class. After the first class, you will take into consideration the comments made about your work and present your digital files. Very important, do not create anything in color. Everything should be in black and white. No gradients, no shadows.

### Homework

Take your favorite design and create final color designs.

## 3 Third Class

For the third class you will present your favorite logo which will include color and type. No gradients, no shadows, no Photoshop.

### Homework

Take your logotype and create collateral material for the Olympic Games.

## 4 Fourth Class

For the final class, this will be the required collateral material:

- 3 pictograms (or more)
- Olympic medals
- Olympic torch
- Awards podium
- Credentials

... and any other material that you will consider relevant.

### IMPORTANT

1. Bring all the homework to class every day. And the homework from the previous classes.
2. Many times, students/professionals present concepts/sketches that look fantastic but when they digitize them, they lose their impact and/or beauty. It is extremely important for you to develop your concepts and apply them digitally. It is very important for you to know Adobe Illustrator.
3. For the first class I'm asking you for at least 3 different ideas. If you decide to bring more, it will be even better.
4. If your logo is based on a logo that you found on the internet, please let me know and show me that logo.

### VERY IMPORTANT

This logotype is for the Olympic Games. It is not to promote tourism for a city. An example: If you had to do a Logotype for the Olympic Games in Paris, doing the Eiffel Tower, wouldn't be enough. The Eiffel Tower should somehow show us something Olympic. It should communicate Olympic Games just by looking at it.

If by any chance you have any questions before the course, please email me at [diego@40n47design.com](mailto:diego@40n47design.com)

Diego