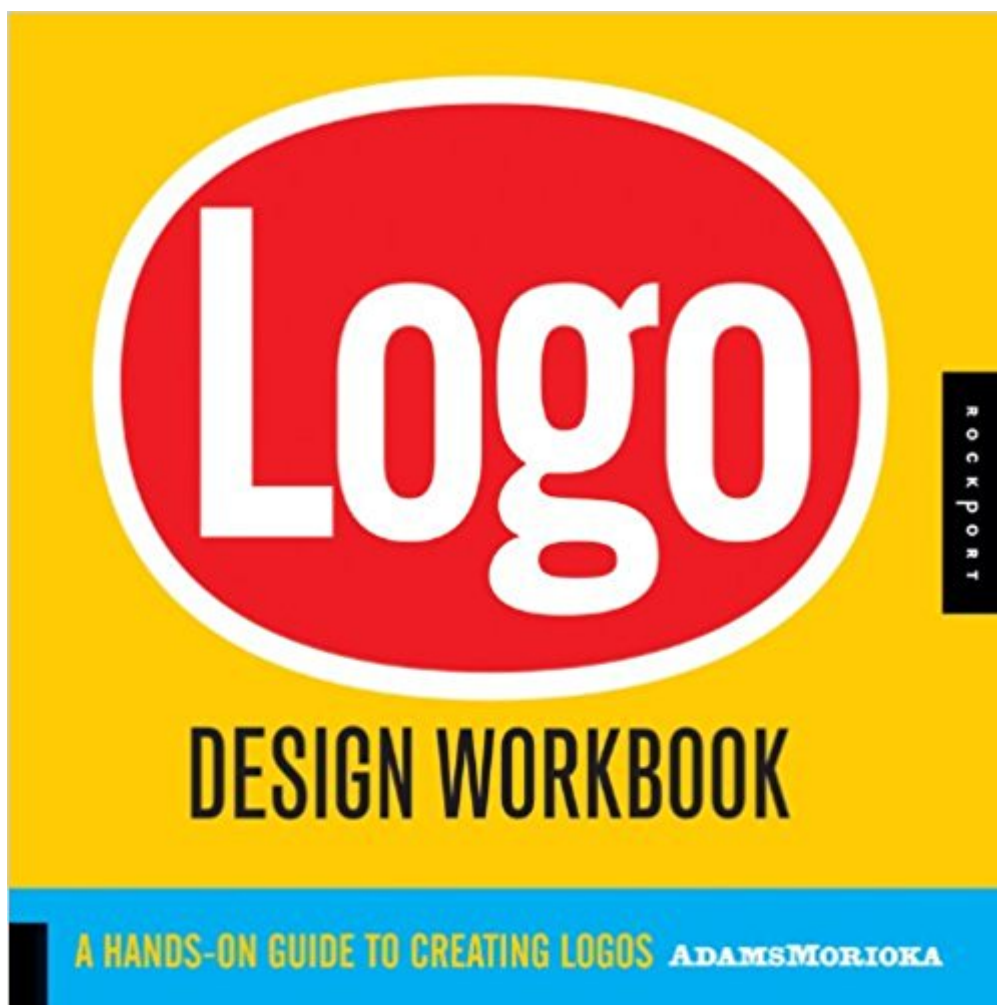The book was found

Logo Design Workbook: A Hands-On Guide To Creating Logos

Synopsis

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?"In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not.The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

Book Information

Paperback: 240 pages

Publisher: Rockport Publishers (March 1, 2006)

Language: English

ISBN-10: 1592532349

ISBN-13: 978-1592532346

Product Dimensions: 9 x 0.8 x 9 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.2 out of 5 stars   31 customer reviews

Best Sellers Rank: #357,548 in Books (See Top 100 in Books)   #57 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design   #72 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

Sean Adams is the Executive Director of the Graphic Design Graduate Program at ArtCenter, founder of Burning Settlers Cabin studio, and on-screen author for lynda.com/Linked In. He is the only two term AIGA national president in AIGA's 100-year history. In 2014, Adams was awarded the AIGA Medal, the highest honor in the profession. Previously, Adams was a founding partner at AdamsMorioka.Ã Â Terry Lee Stone is a design management consultant, educator and writer based in Los Angeles. Stone currently consults to various design firms, including BMW Group Designworks USA. In addition to practicing professionally, Terry teaches at California Institute of the Arts (CalArts). Stone has been on the Board of Directors of the American Institute of Graphic Arts (AIGA) in Atlanta, Los Angeles and Miami, where she also served as the chapter's president.

She served nationally as the president of the AIGA Chapter President's Council.

For the most part, this book contains a bunch of example logo designs. Starting on page 99, the book contains only case studies.Before page 99, the book covers basic terminology and a design process at a very high level. The design process, however, is really just a bunch of example logo designs prefaced by a laundry list containing a process.In short, read this book if you want to see a bunch of great example logo designs, but stay away if you're expecting a "design workbook".

As recently as 5 years ago when I started freelancing, I wanted to know the ins and outs of creating a logo. A brand that lasts. I came across this book under the recommendation of some colleagues at Linkedin.com and I purchased a copy.After reviewing it, I was amazed at all the things that actually go into creating a logo and now I try to stick by those. I am not a great Logo creator just yet and there is always room for improvement, but this book really give me the insight I needed in order to take the first steps.Thanks!

This is a great book for designers of all levels. It gives great explanations as to how one style of logo would work best over another based on its application. Color variation is discussed as well as detailed case studies and ways of presenting a logo to the client. The book is filled with pictures and variations of logos which makes this book very practical and inspiring. If you love design, this book is a must have and a great addition to your library. I'm glad I bought it!

This is a reasonable book for someone interested in the art of logo design. It offers a balance of text and images and explains the thought process involved in designing a logo fairly well. I tend to prefer a more hands on approach to designing and would have enjoyed more images and diagrams of the process, rather than a written explanation. The title "Logo Design Workbook" is a bit misleading as it is not so much a "workbook" as a "reference guide".

love the book!!

Good

It was as expected. Great book and great delivery.

I read a portion of this book every day and enjoy it every time! This book has GREAT information on everything that has to do with logos!

LOGO Design Workbook: A Hands-On Guide to Creating Logos [LOGO DESIGN WORKBK] Logo Design Workbook: A Hands-On Guide to Creating Logos Letterhead and Logo Design 11 (Letterhead & LOGO Design (Quality)) Letterhead & Logo Design 7 (Letterhead and Logo Design) Letterhead and Logo Design 9 (Letterhead & LOGO Design (Quality)) (v. 9) Logo Design - How to Create Logo That Stands Out LOGO DESIGN 5 (Graphis Logo/Letterhead) (No. 5) Design DNA - Logos: 300+ International Logos Deconstructed Logo! 4 Foundation Student Book (Logo! for Key Stage 4) Logo Creed: The Mystery, Magic, And Method Behind Designing Great Logos Logo Life: Life Histories of 100 Famous Logos Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd Edition The Logo Design Toolbox: Time-Saving Templates for Graphic Design Creating Charismatic Bonds in Argentina: Letters to Juan and Eva PerÃƒÂ n (DiÃƒÂ¡logos Series) Costume Design 101 - 2nd edition: The Business and Art of Creating Costumes For Film and Television (Costume Design 101: The Business & Art of Creating) The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Effective Logo Design: Guidelines for Small Business Owners, Bloggers, and Marketers Letterhead & Logo Design 8 Logo Design