ANM 324 Project 3

Creating a logo is often one of the first jobs a designer has to do. The key to success in logo design is clearly understanding the "image" or "brand" that the company or organization wants to communicate. A logo is typically used on a variety of substrates (types of material) and applications from business cards to billboards. The most successful logos are effective on any surface.

Here's my general grading criteria for this project:

95---100---Logo is original and creative and has captured the essence of the organization. The technical rendering skills are excellent and typography is very effective.

90---95---Logo is very well done there are some minor flaws in concept or execution 85---89--- Logo is good but may not completely communicate the essence of the company in either type resonance or design elements

80---85---Logo has technical and design issues that will prevent it from being effectively used on a variety of applications. Such as too complex to be scaled down and clearly "read".

70---80---Logo is not effective is communicating the essence of the organization: significant technical flaws
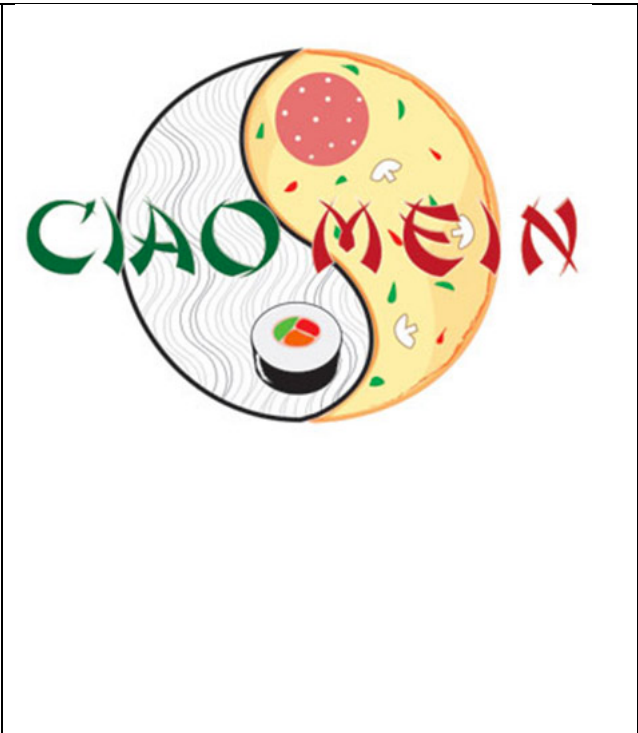
70---below very late work

Note on logo critiques: I've grouped the final logos so you can more easily compare.

Rosenwald Group

Aziza Atebar	Christina Edadiz-Herrera
Jennifer Luce	Olena Svidersky

Sarah Worthington

Omar Kabbani

This is definitely a restaurant I'd like to visit…bet they have some interesting "specials"! We had some wonderful creative work with this logo concept. What I look for is a design that clearly communicates the Italian and Chinese cuisines.

My first observation was that everyone used typography very effectively to resonate the the two cuisines. Aziza, Jennifer and Sarah used distinctive fonts to contrast the names with

Asian and Italian styles. They also used noodles to represent the similar ingredient that's found in both cuisines. Aziza was very creative in linking the noodle with Ciao. This connectivity and adds visual flow to the logo.

Jennifer's classic takeaway box and chopsticks help us understand the Asian influence which contrast nicely with the spaghetti and meatballs. Maybe consider a hint of red sauce on that pile of noodles…or would that be too much? Box logo is great but your sign does not reflect the correct perspective. Try selecting your artwork and use Effect>Distort and Transform>Free Distort to modify the artwork which is viewed at an angle. Type can be rotated slightly to correctly align with a vanishing point.

Sarah's use of flag colored chopsticks is subtle but very effective. It adds elegance to the logo. I especially like the business card with the vertical layout which emphasizes the verticality of the sticks. This was one of the best overall solutions.

Christina's logo incorporated hand-drawn artwork with the dragon representing the Chinese cuisine and the Italian flag to contrast the two countries. The food samples are a little rough and hard to see clearly…except for the wine bottles. The perspective on the sign works OK for the art but it's not accurate for the block of type

Olena and Omar chose to use the same type for both Ciao an Mein, but they still are effective logos. Olena has a half sushi pizza…very clever but I wonder if it would be easy to read and understand if you drove by the bus sign. Oh, I also see text color which relates to Italy and China..that's an effective but subtle touch. I like the compact layout of this design. Good job also for adjusting the logo for the perspective on the sign.

Omar depends primarily on his custom edited type (very creative) to communicate this restaurant theme. The little bowl balanced on the N is a nice touch. I would consider using a different color on the bowl to make sure it's not missed. Good use of gradient on the letter fills too.

Summary: Excellent work overall but Aziza had the most successful logo using image and type. She created excellent contrast with the black background in both the sign and business card making it striking and memorable. I'd go find that place!