

Ice Cream/Frozen Yogurt Logo Research & Sketch Instructions

New Media I

Ms. Mitchell

1. Use the internet to do research for your ice cream/frozen yogurt shop, which you will document in your developmental workbook.
2. Pick an ice cream/frozen yogurt shop to design for. Must be an already existing one, anywhere in the United States.
3. Thoroughly explore the website of the ice cream/frozen yogurt shop you've chosen to find out what makes this one different and special?
 - a. What is the mood of the restaurant, as shown in its décor/furnishing?
 - b. What types of ice cream or frozen yogurt are offered? Is it a large variety or a small variety, or somewhere in between?
 - c. Does the shop offer extra things like cakes or other desserts?
 - d. What kind of people do they want to attract? (Design of website will help you determine this. Is it a simple, clean, design with lots of white/negative space? Then they want to attract upper income people. If it's a crowded design, lower income people. Also, look at whether they want to attract children or adults.)
 - e. Is it expensive or inexpensive?
 - f. Any other details you find that will help you design.
4. Copy/paste an image of their current logo into your Workbook.
5. Think carefully about the colors that go with their décor/mood and their ice cream or frozen yogurt. Look at Illustrator swatch libraries for ideas. Also look at www.colourlovers.com for color harmonies that work for ice cream.
6. What shapes do you think would work in your design?
7. You must use the name of the ice cream shop in the logo, so think of typefaces/fonts that would express what the restaurant is all about.
8. Sketch multiple thumbnail sketches to try out different ideas. When you think you have several good ones, get my approval to go forward in Illustrator.