

The Logo Brainstorm Book A Comprehensive Guide For Exploring Design Directions

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don't wait for inspiration to strike whether you're facing a new logo project or you've reached a block in your current work the logo brainstorm book will inspire you to consider fresh creative approaches that will spark appealing functional and enduring design solutions award winning designer jim krause author of the popular index series offers a smart systemic exploration of different kinds of logos and logo elements including symbols monograms typographic logos type and symbol combinations emblems color palettes through a

combination of original visual idea starters and boundary pushing exercises the logo brainstorm book will help you develop raw logo concepts into presentation ready material

instructive and enlightening fun too d30 is a workout book in addition to dozens of readily applicable tips tricks and informational tidbits d30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers artists and photographers in a variety of intriguing and fun ways what will you need to begin not much most of the book s step by step projects call for setting aside an hour or two rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio things like pens drawing and watercolor paper india ink paint scissors and glue digital cameras and computers are also employed for several of the exercises but and this should be welcome news to those readers who spend their days looking at computer monitors the majority of the book s activities make use of traditional media to illuminate creative techniques and visual strategies that can be applied to media of all sorts thumb through the book or look at the samples posted on jimkrausedesign.com and see for yourself

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this book is a hands on guide to the entire process of making logos and fonts and even icons all of which essentially start with the ability to draw letterforms the intent of the book in fact is to enable the user to end reliance on other people's fonts and learn to draw your own custom logos fonts and lettering logo font lettering bible is unique in that it teaches you how to create logos and fonts from scratch using traditional tools as well as the computer programs adobe illustrator and fontographer plus a bit about fontlab the book provides all the traditional rules and tips about letter formation relating to proportion shaping balance spacing composition and actually teaches five different methods of drawing letters on computer using bezier curves there has never been a book like this one that goes into so much detail about drawing letters and takes such a fun and irreverent approach while doing so the book is also full of inspiration and analysis of tons of great examples of vintage and current lettering from old manuscripts to graffiti logo font lettering bible also shows you how to create fancy drop shadows and other type effects and finally the last section provides straight talk on the business of being a logo and font designer from advertising your work and pricing to dealing with difficult clients aren't they all

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