

# Project 3 - Phase 2

Drawing and Iterative Mark Design  
*student samples*

**Entertainment / Pulse**

## Project-3: Phase-2 Designing the Mark



**Adventure / Free**

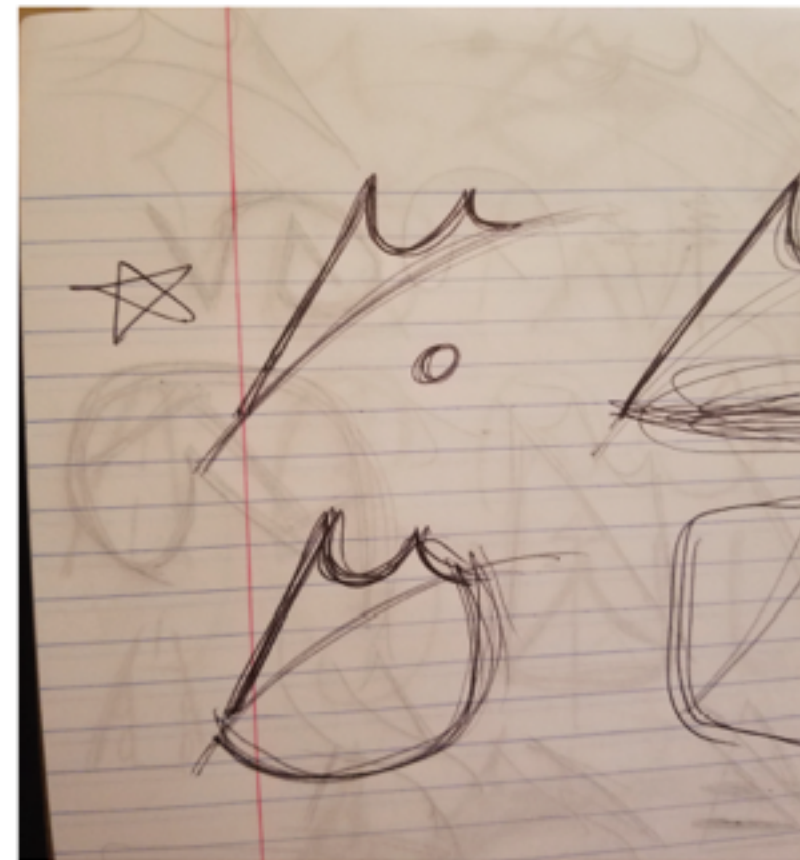
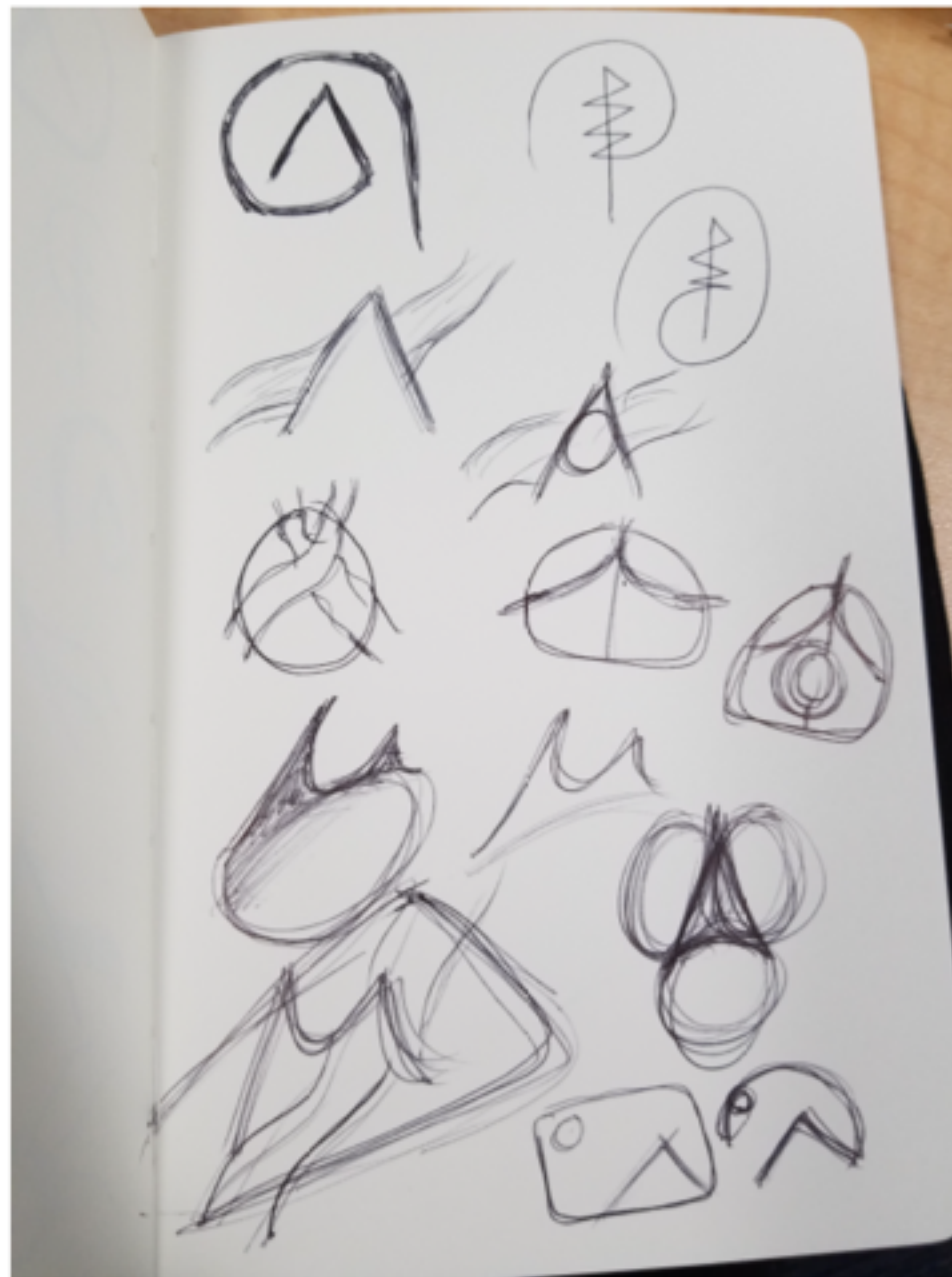


## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Free

**Connotations:**  
independent, unrestricted, open, liberated, unrestrained, relaxed, free-spirited, unattached

**Hand Sketches:**



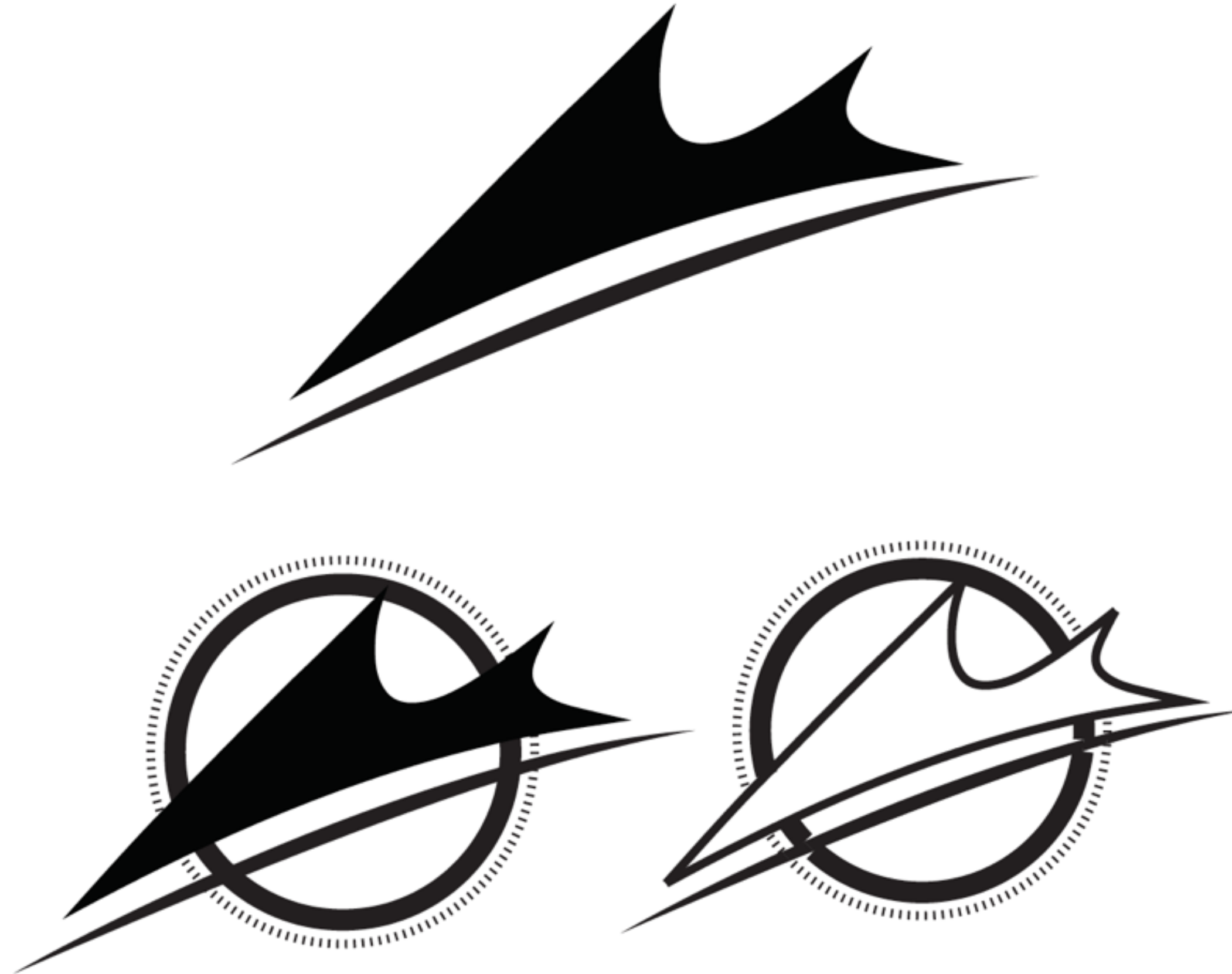
Kim West

## Project-3: Phase-2 Designing the Mark



Kim West

## Project-3: Phase-2 Designing the Mark



**Communication / Connection**

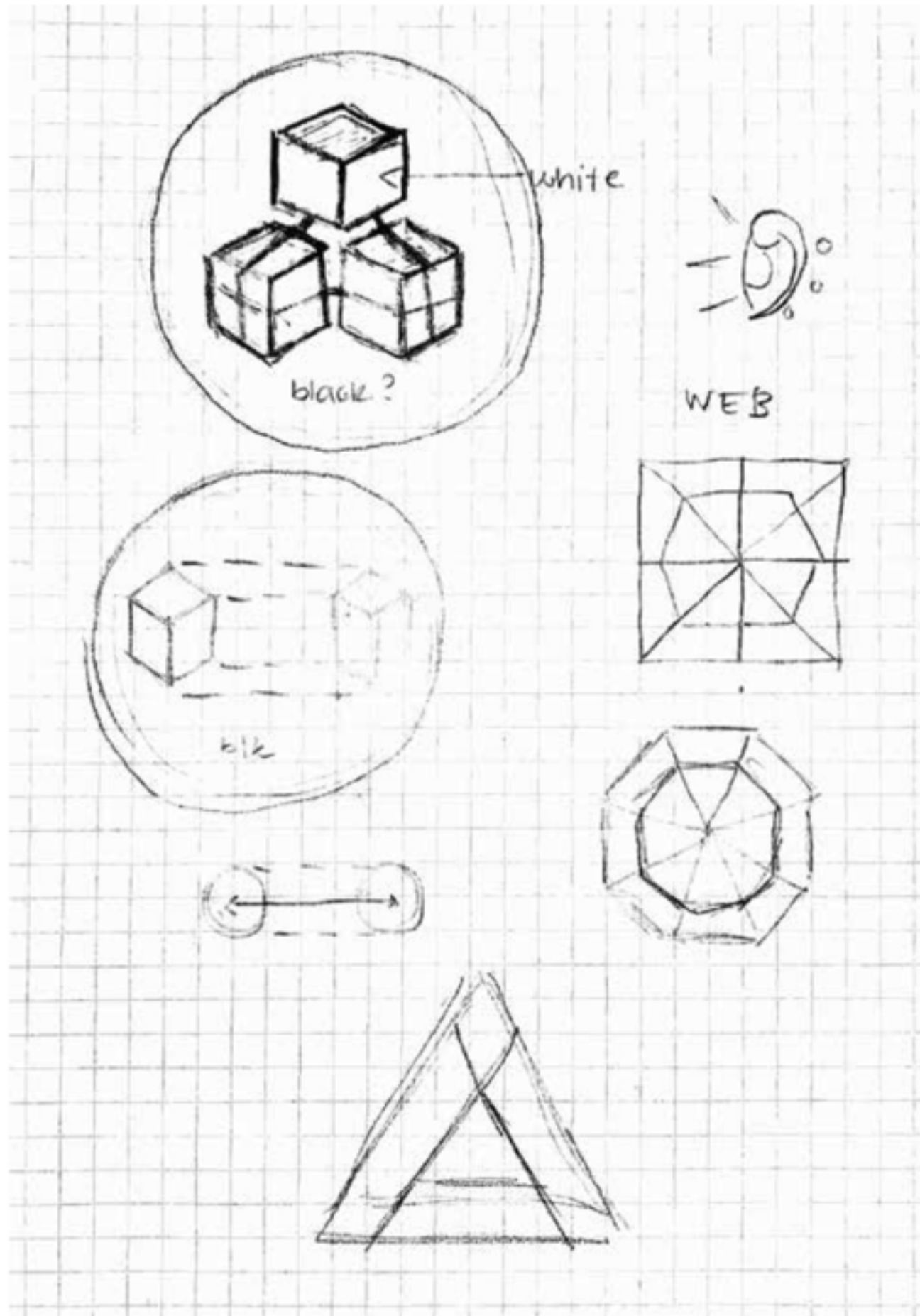


## Project-3: Phase-2 Designing the Mark

Primary Word:  
**Communication**

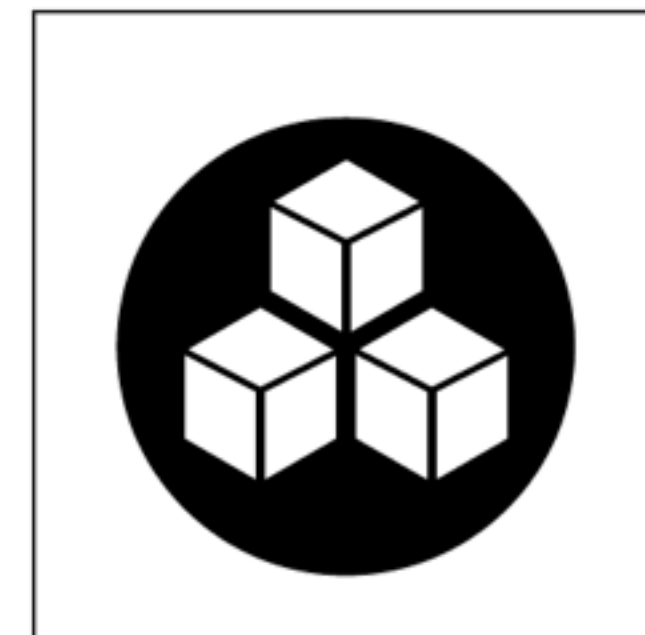
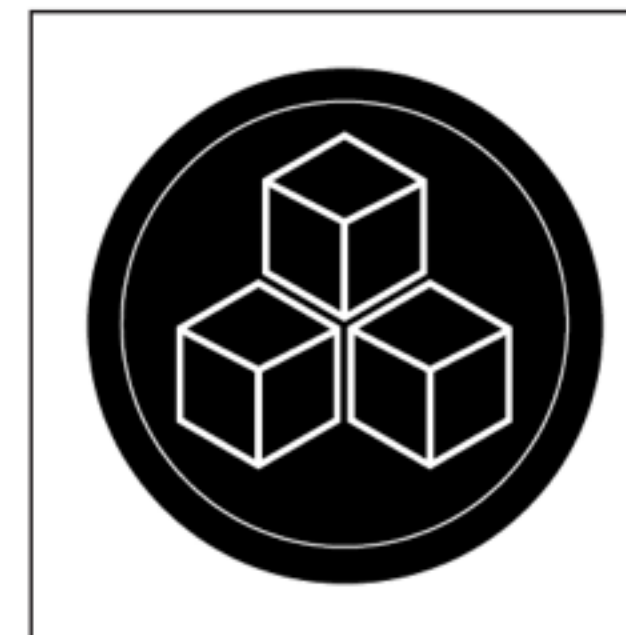
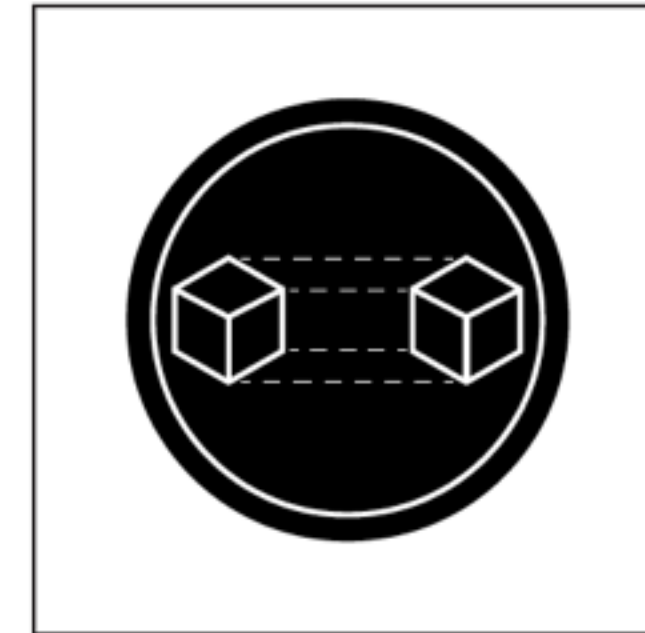
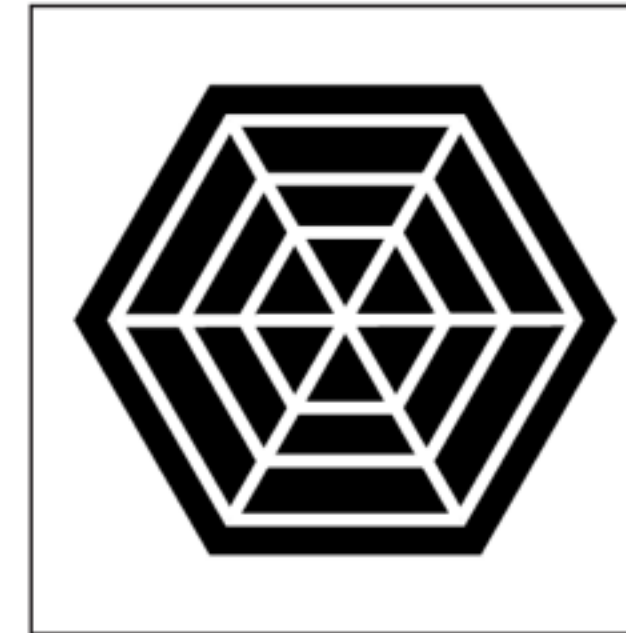
Connotations:  
**Talking, expression, connection, social, contact, network, continuity**

Hand Sketches:



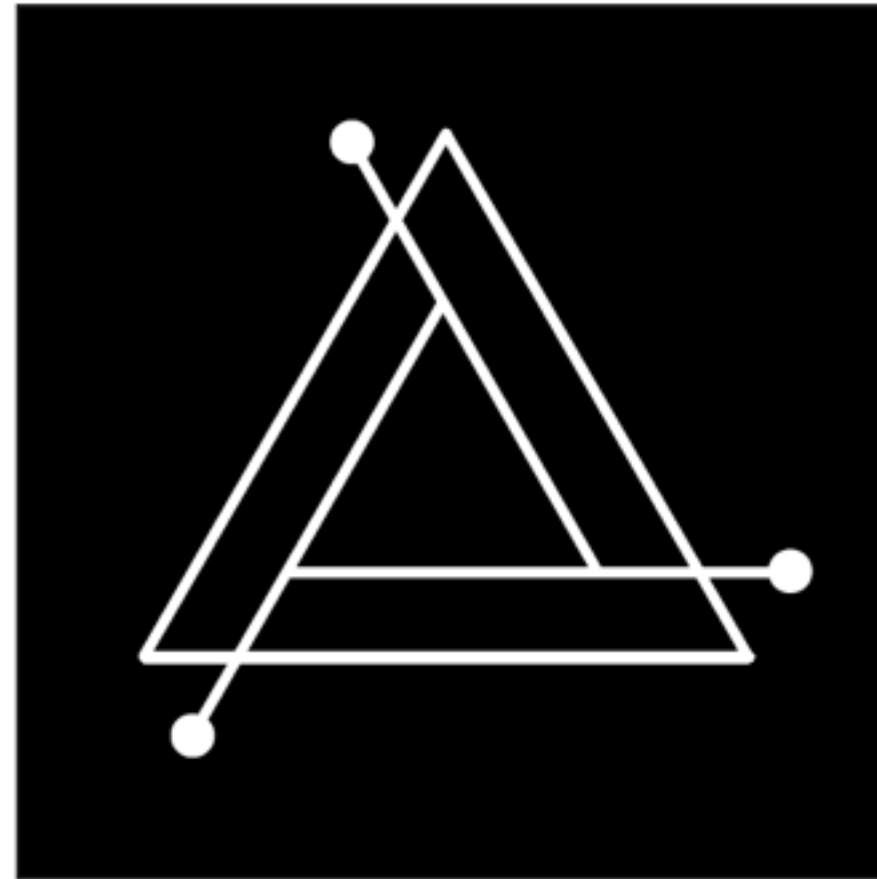
Emilia Ortiz

## Project-3: Phase-2 Designing the Mark



Emilia Ortiz

## Project-3: Phase-2 Designing the Mark



Original Mark

Emblemized Mark



**Nature / Mountains**

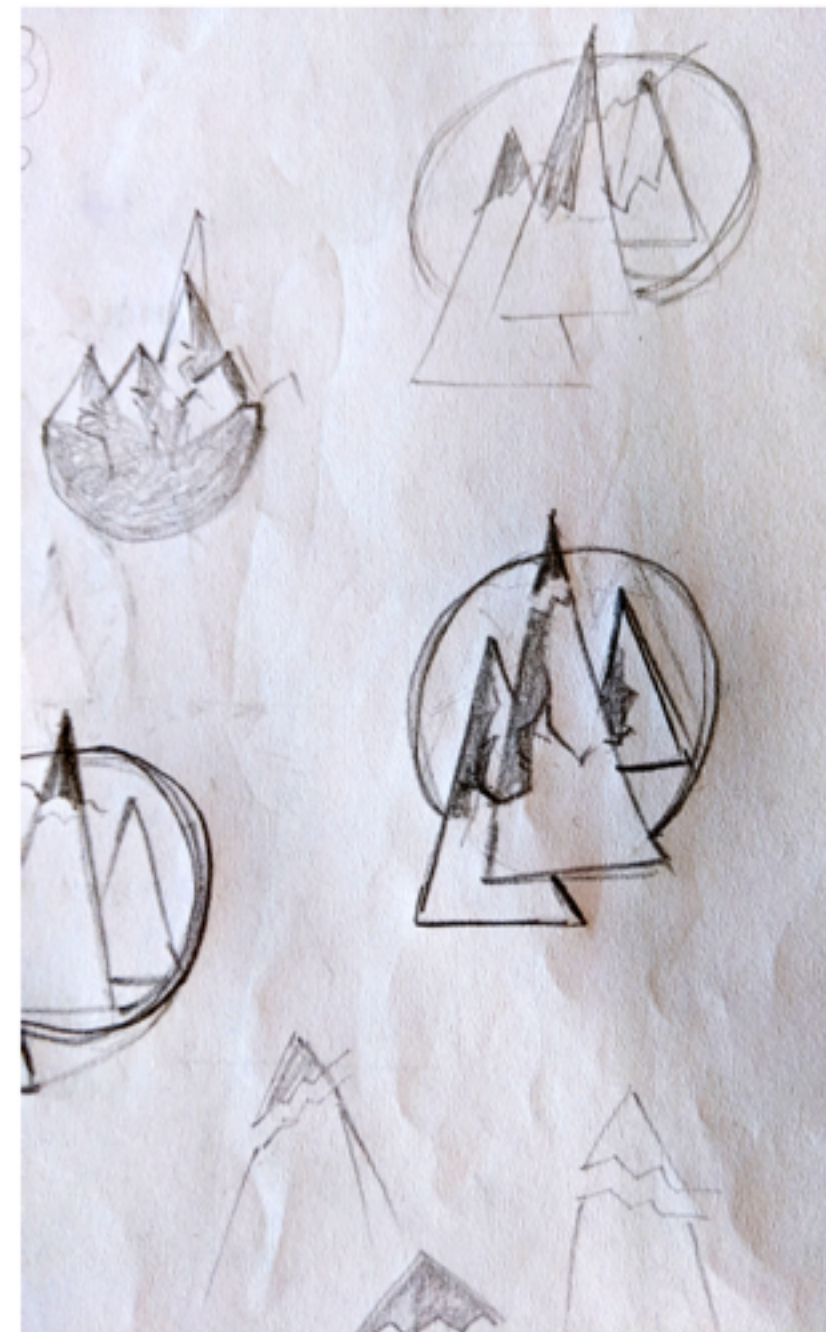
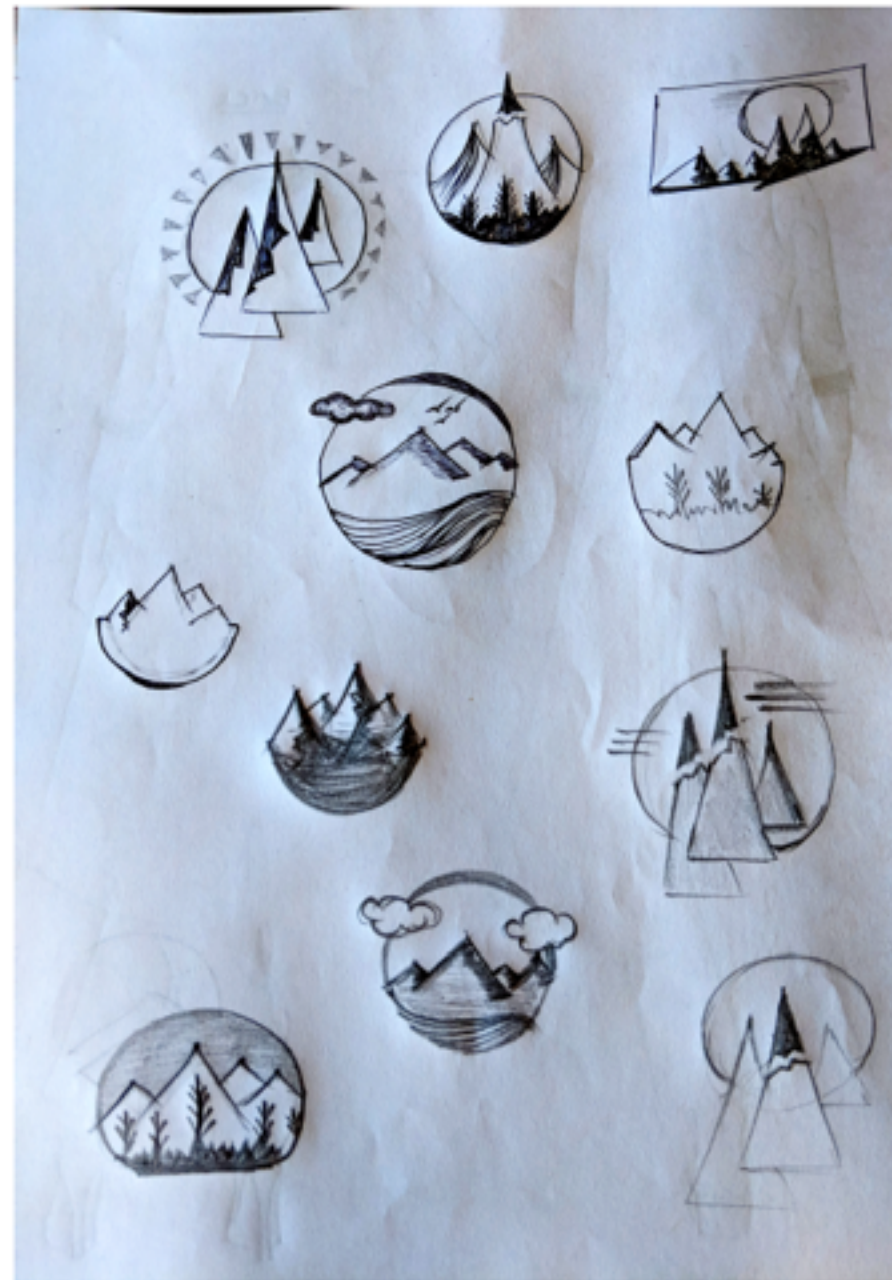


## Project-3: Phase-2 Designing the Mark

Primary Word:  
Mountains

Connotations:  
obstacle, risk taking, huge, unmovable, difficult to achieve, nature.

Hand Sketches:



Aayushi Mehta

## Project-3: Phase-2 Designing the Mark



Aayushi Mehta

## Project-3: Phase-2 Designing the Mark



Inverse



App



Letterhead



**Nature / Life**

## Project-3: Phase-2 Designing the Mark

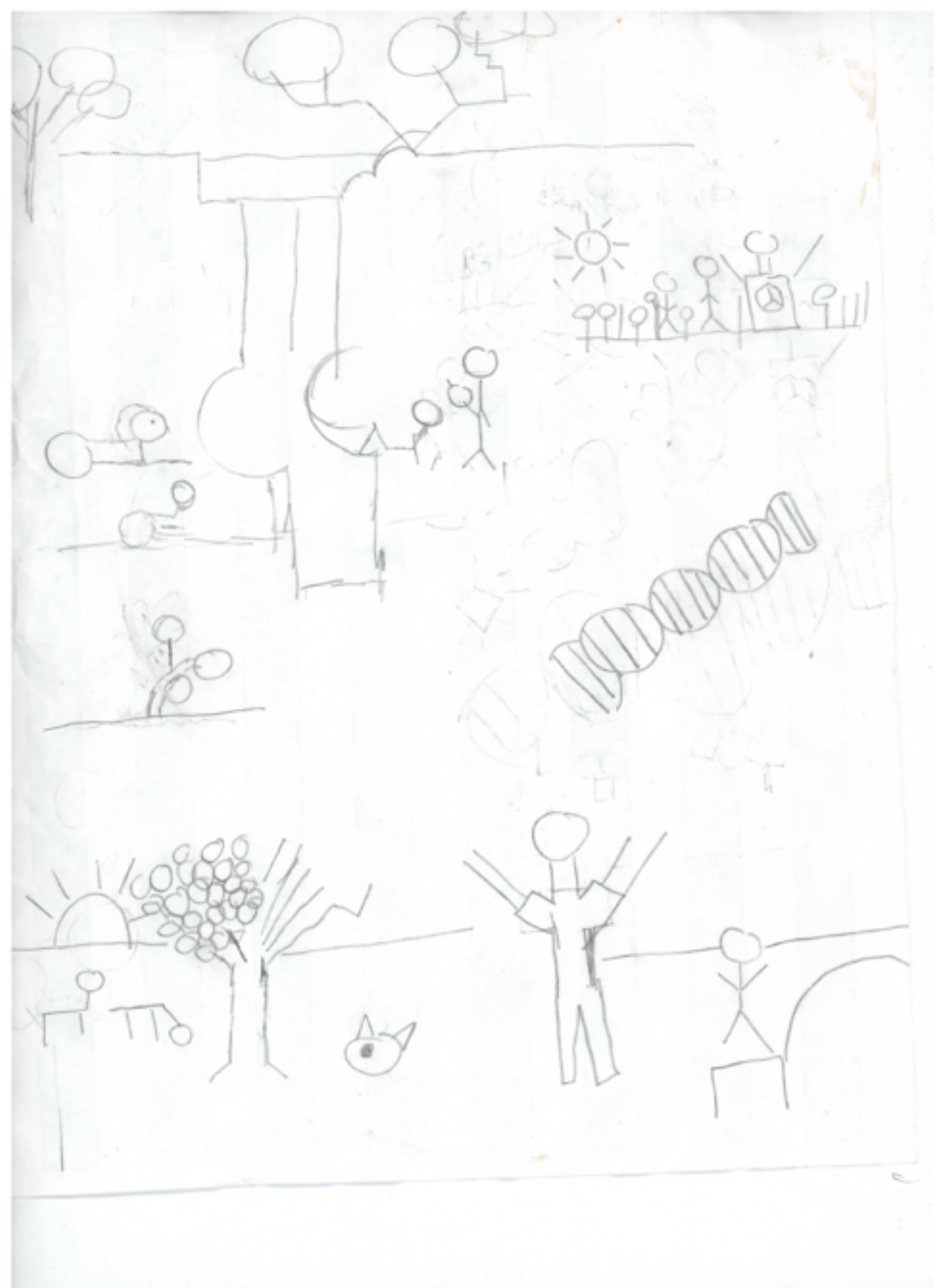
**Primary Word:**

Life

**Connotations:**

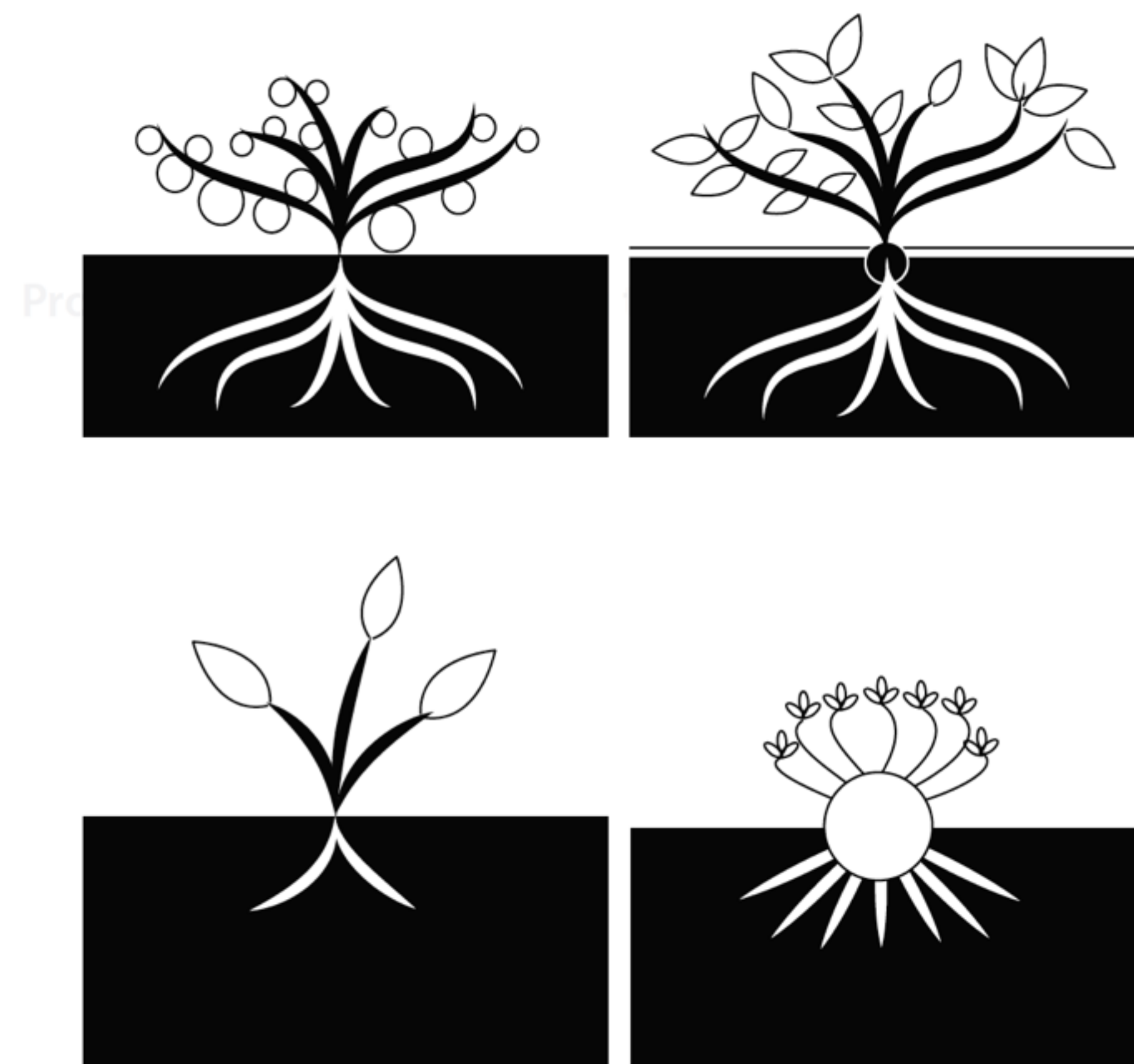
Existence, Being, Living, Animation, Creation.

**Hand Sketches:**



Andrew Moore

## Project-3:Phase-2 Designing the Mark



Andrew Moore

## Project-3: Phase-2 Designing the Mark



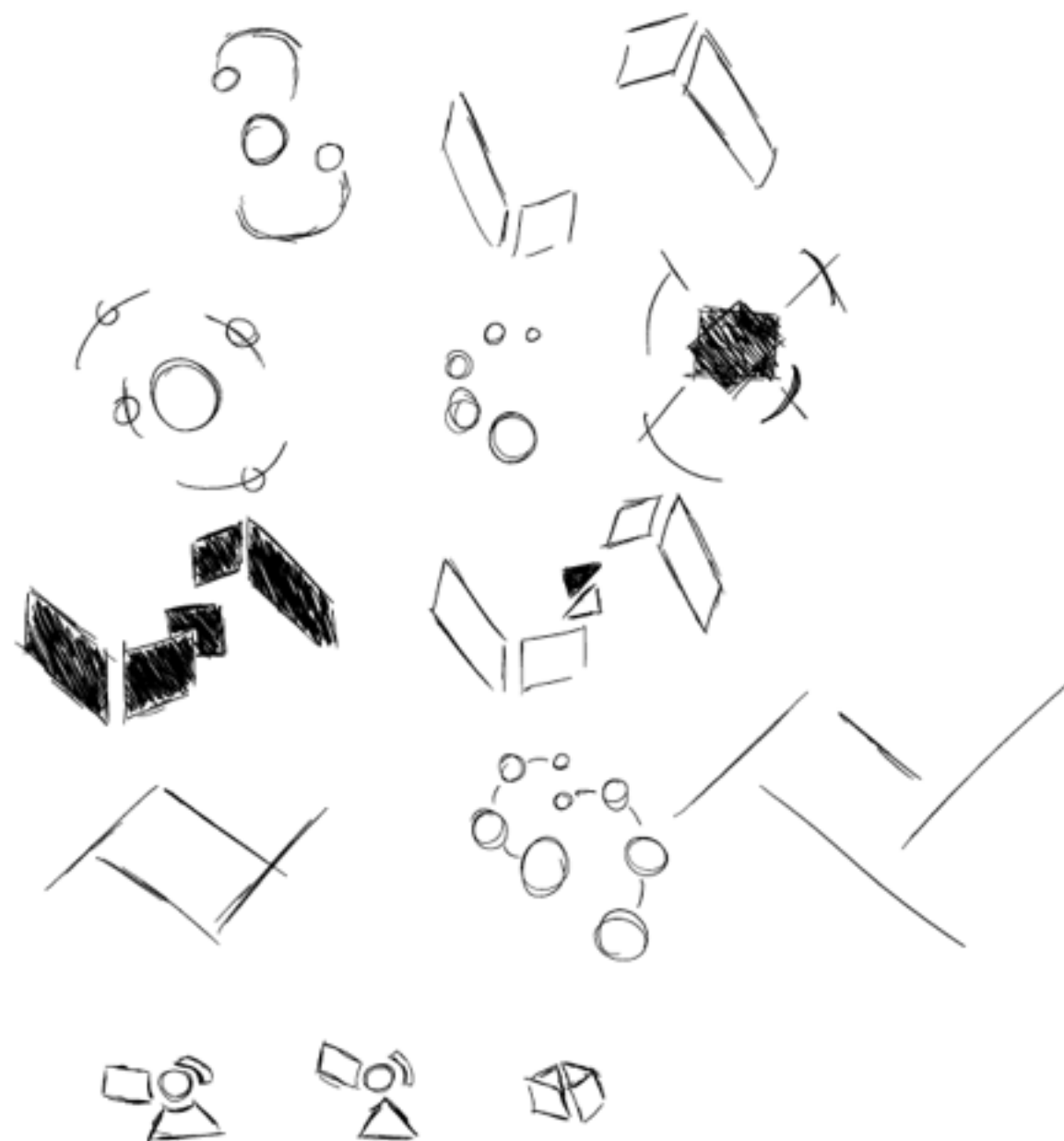
**Exploration / Space**

## Project-3: Phase-2 Designing the Mark

Primary Word:  
Space

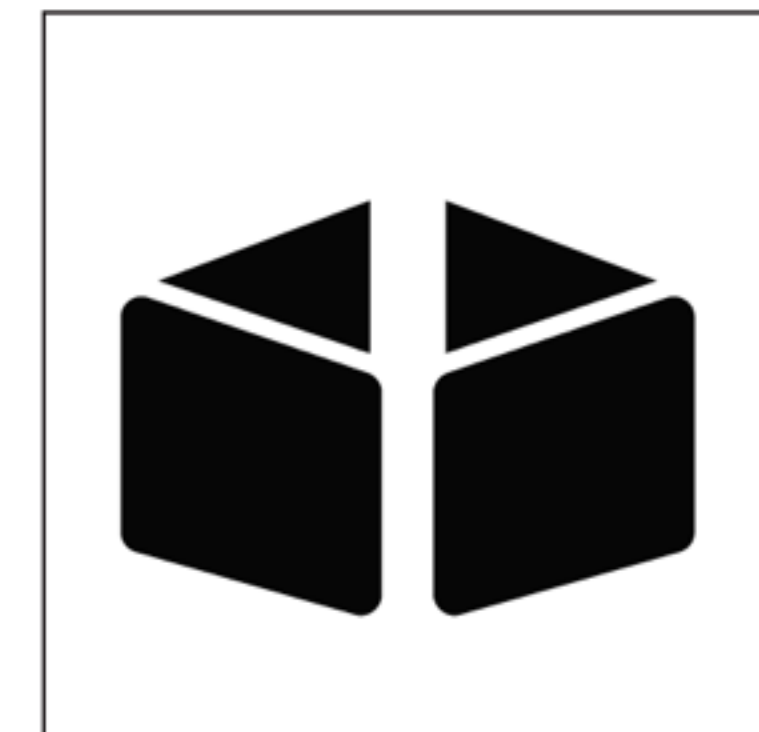
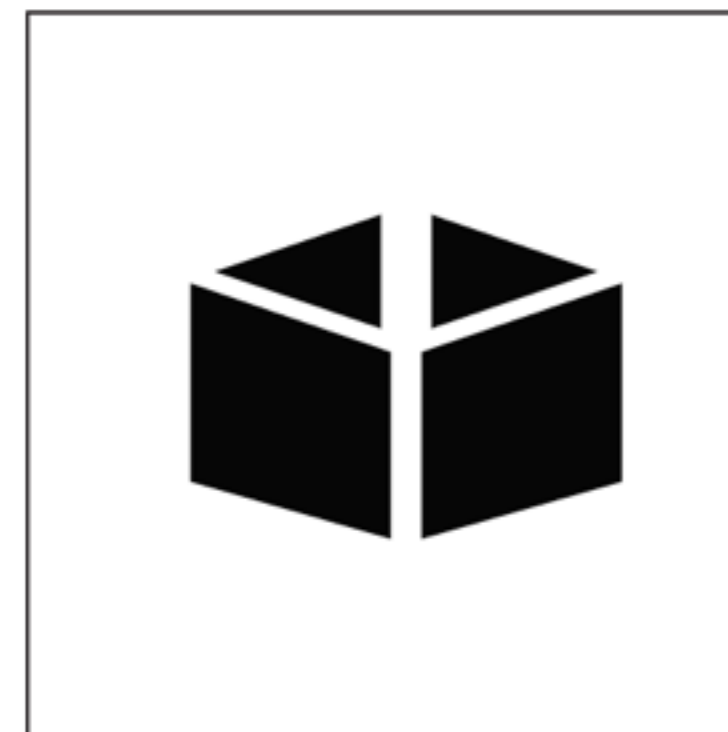
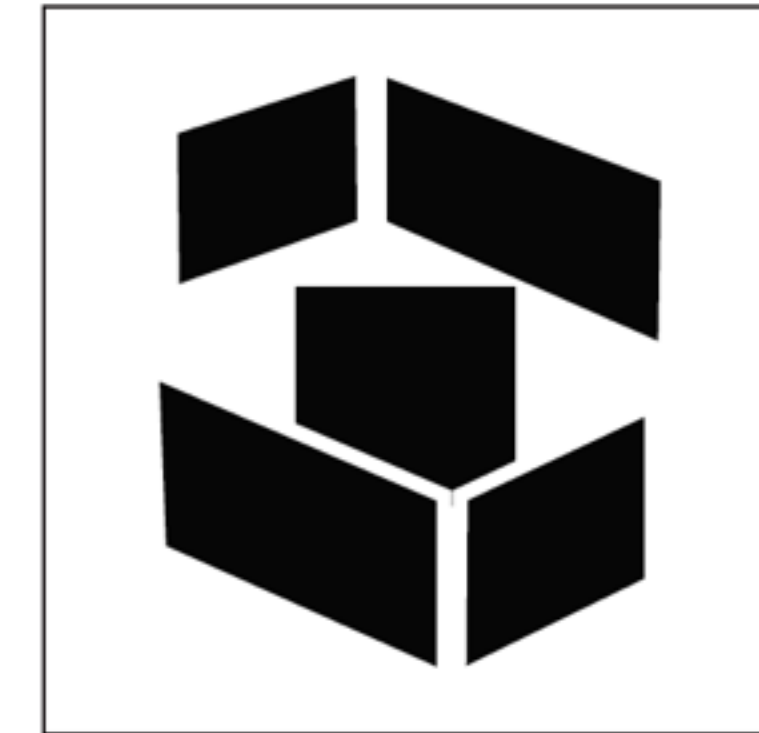
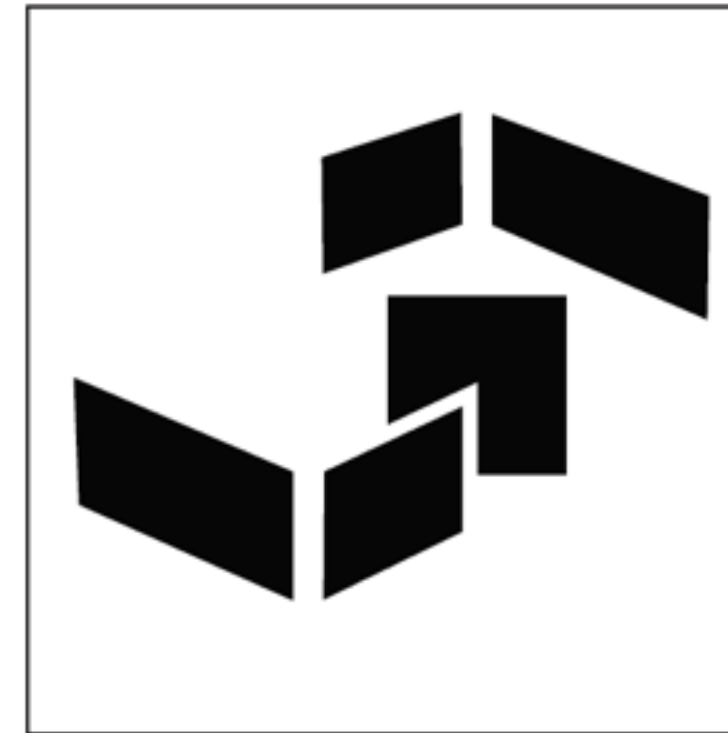
Connotations:  
Open, Separated, wide, empty space, box, split.

Hand Sketches:



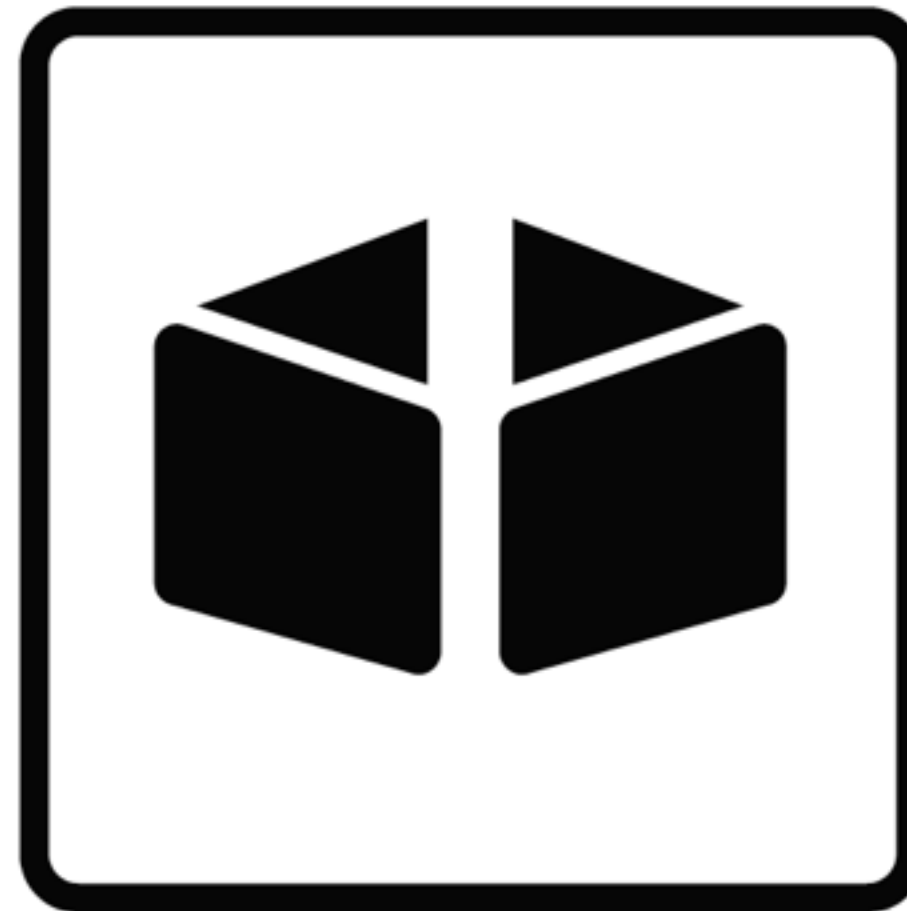
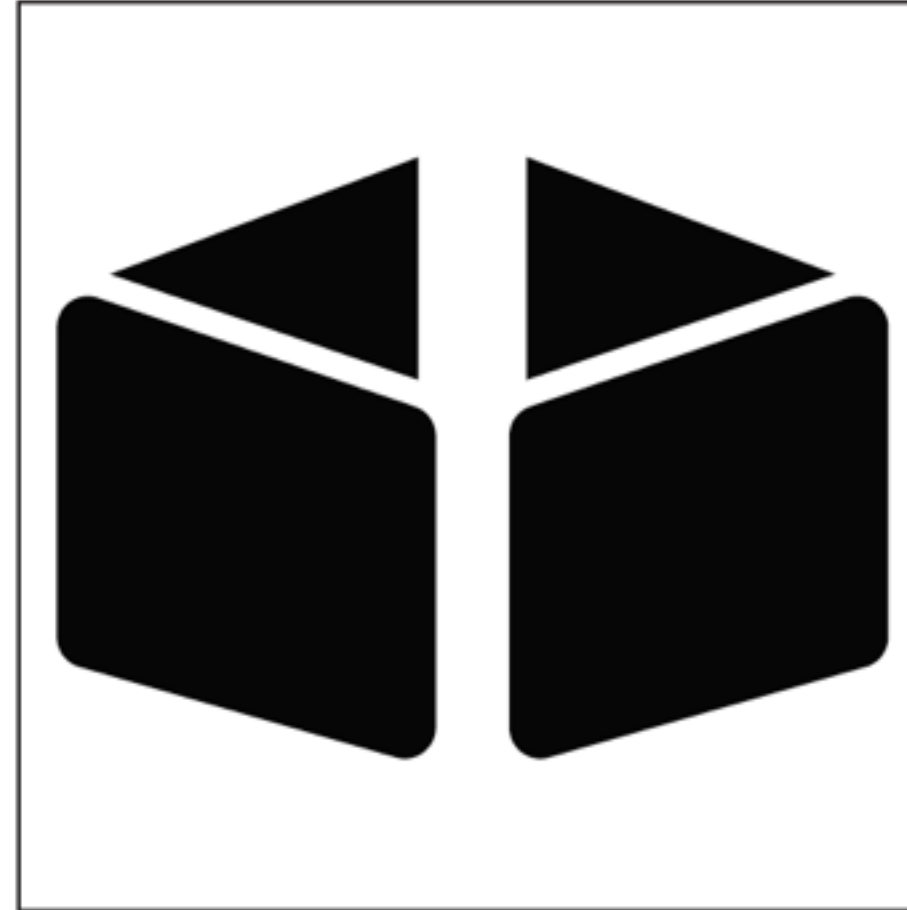
Ruanny Reza Salgado

## Project-3: Phase-2 Designing the Mark



Ruanny Reza Salgado

## Project-3: Phase-2 Designing the Mark



# **Performing Arts / Illusion**



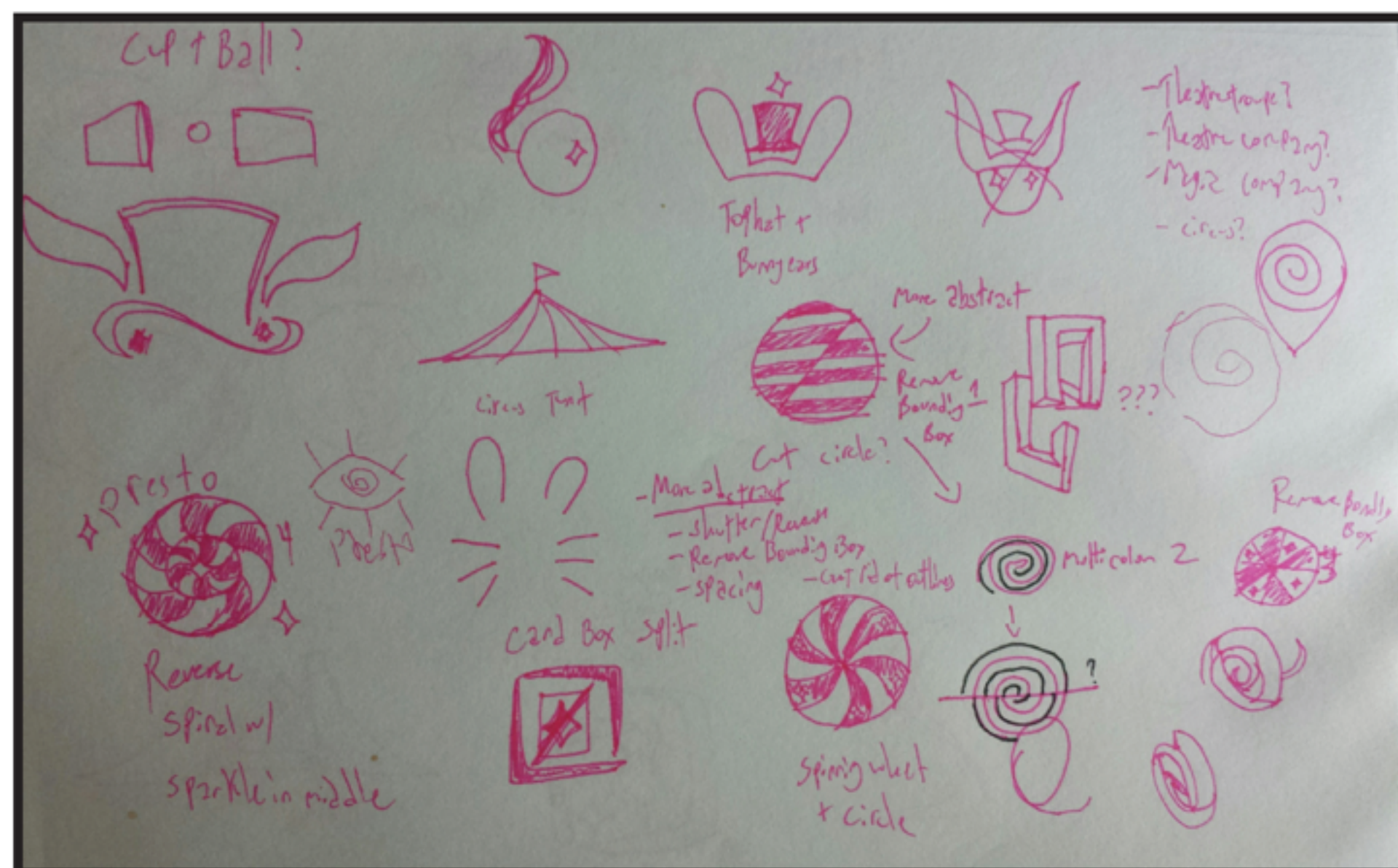
## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Illusion

**Connotations:**

Magic, Wonder, Circus, Vaudeville, Curiosity, Cards, Rabbits, Performance, Art

**Hand Sketches:**



## Ziggy Cohen

## Project-3: Phase-2 Designing the Mark



Ziggy Cohen



### Project-3: Phase-2 Designing the Mark



FINAL



INVERTED



phone number  
fax  
address  
hours

**Letterhead**



Ziggy Cohen

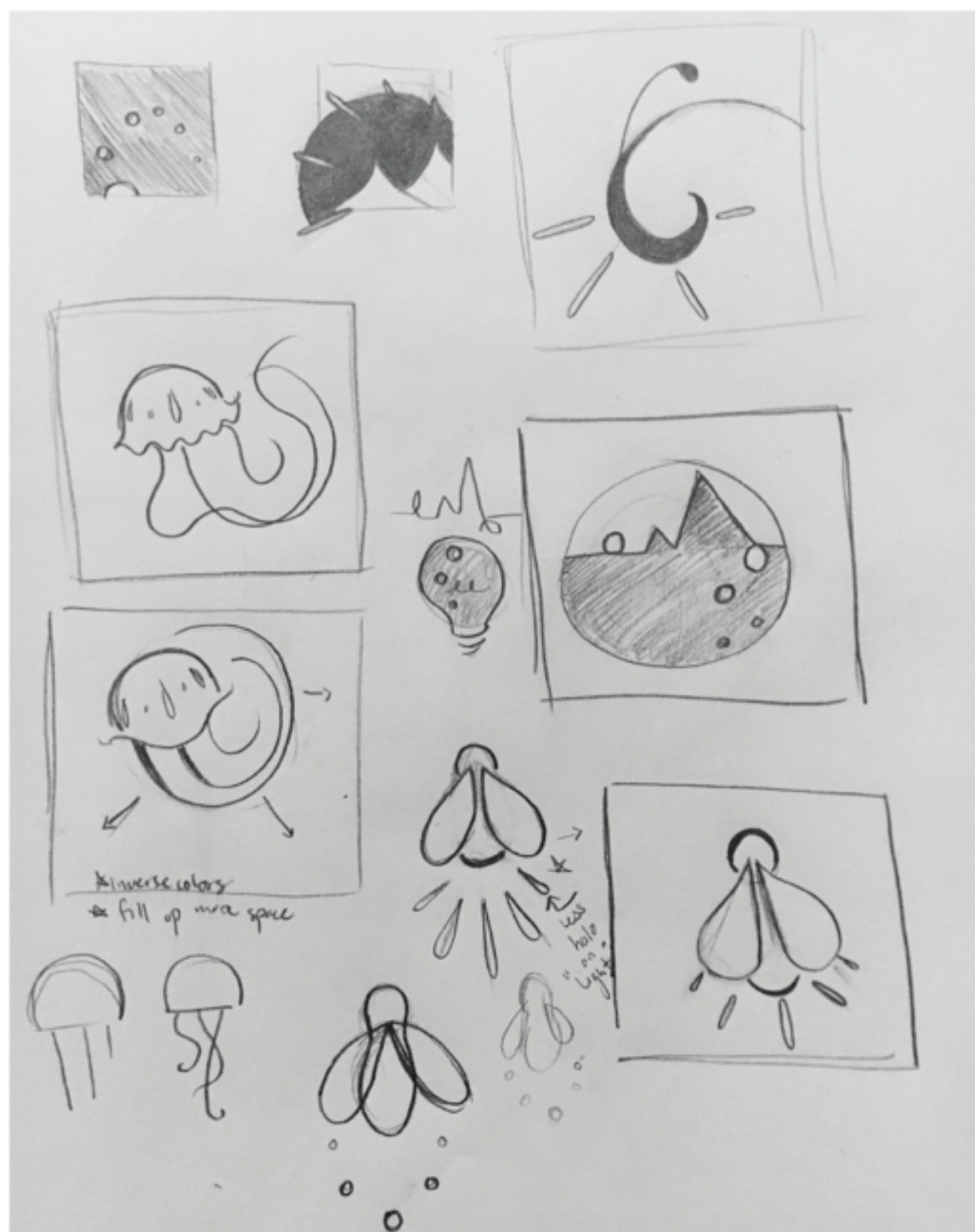
**Nature / Bioluminescence**

## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Bioluminescence

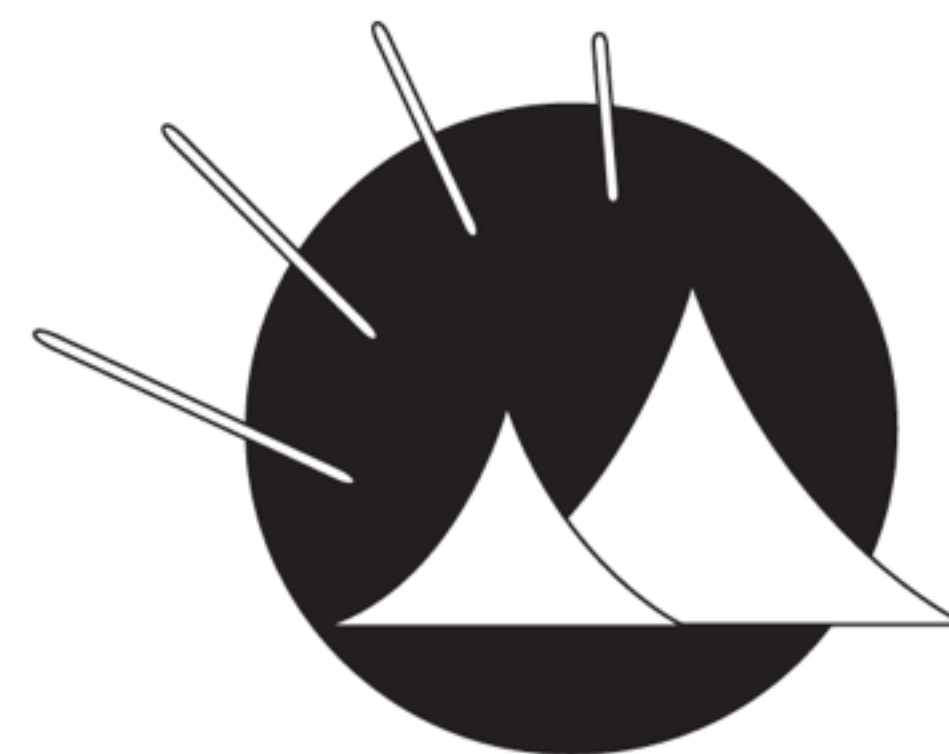
**Connotations:**  
glow, chiaroscuro, lantern, natural, dark, lantern fish, fireflies

**Hand Sketches:**



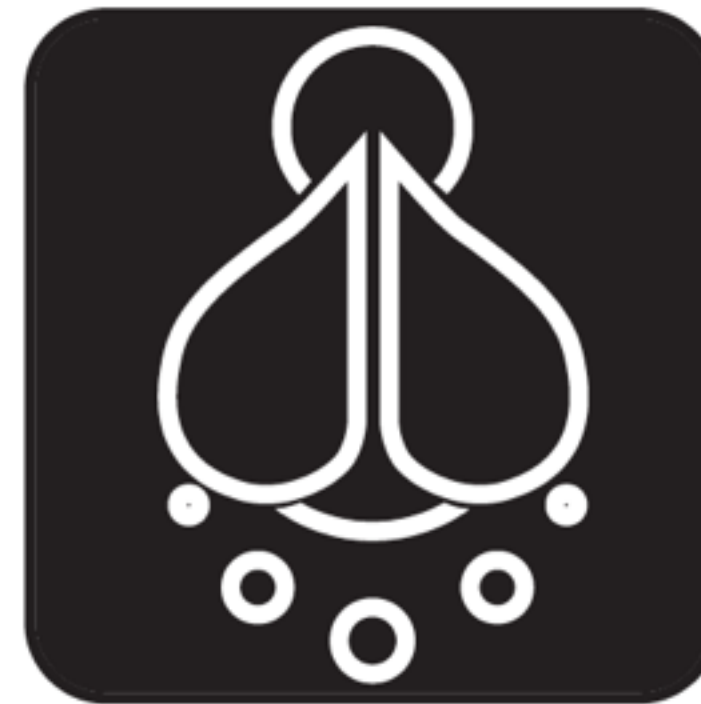
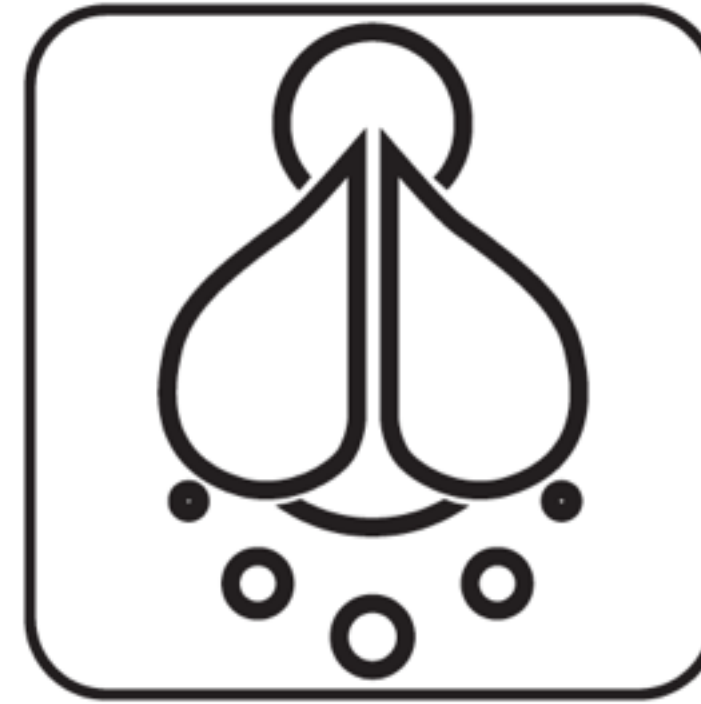
Laura Dominguez

## Project-3: Phase-2 Designing the Mark



Laura Dominguez

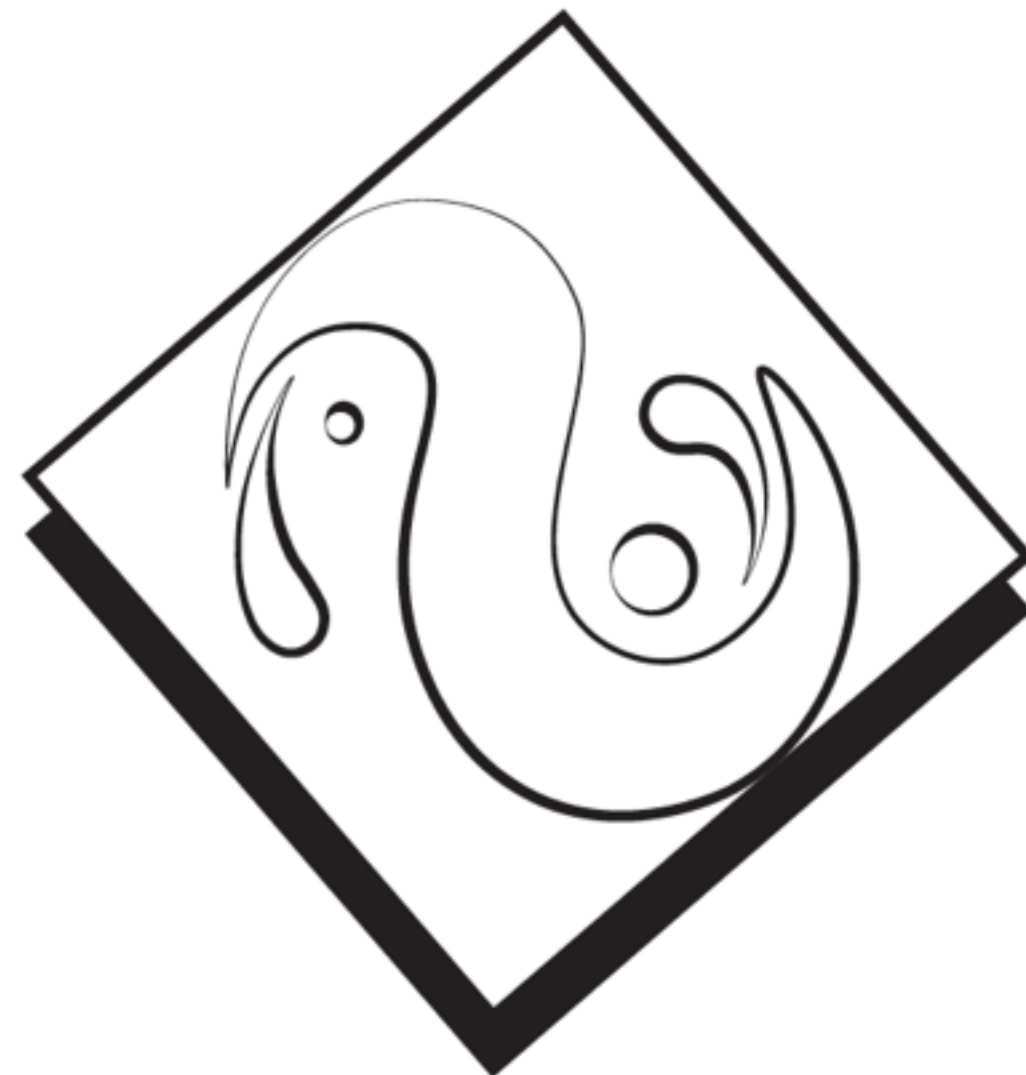
## Project-3: Phase-2 Designing the Mark



**Nature / Water**



## Project-3: Phase-2 Designing the Mark



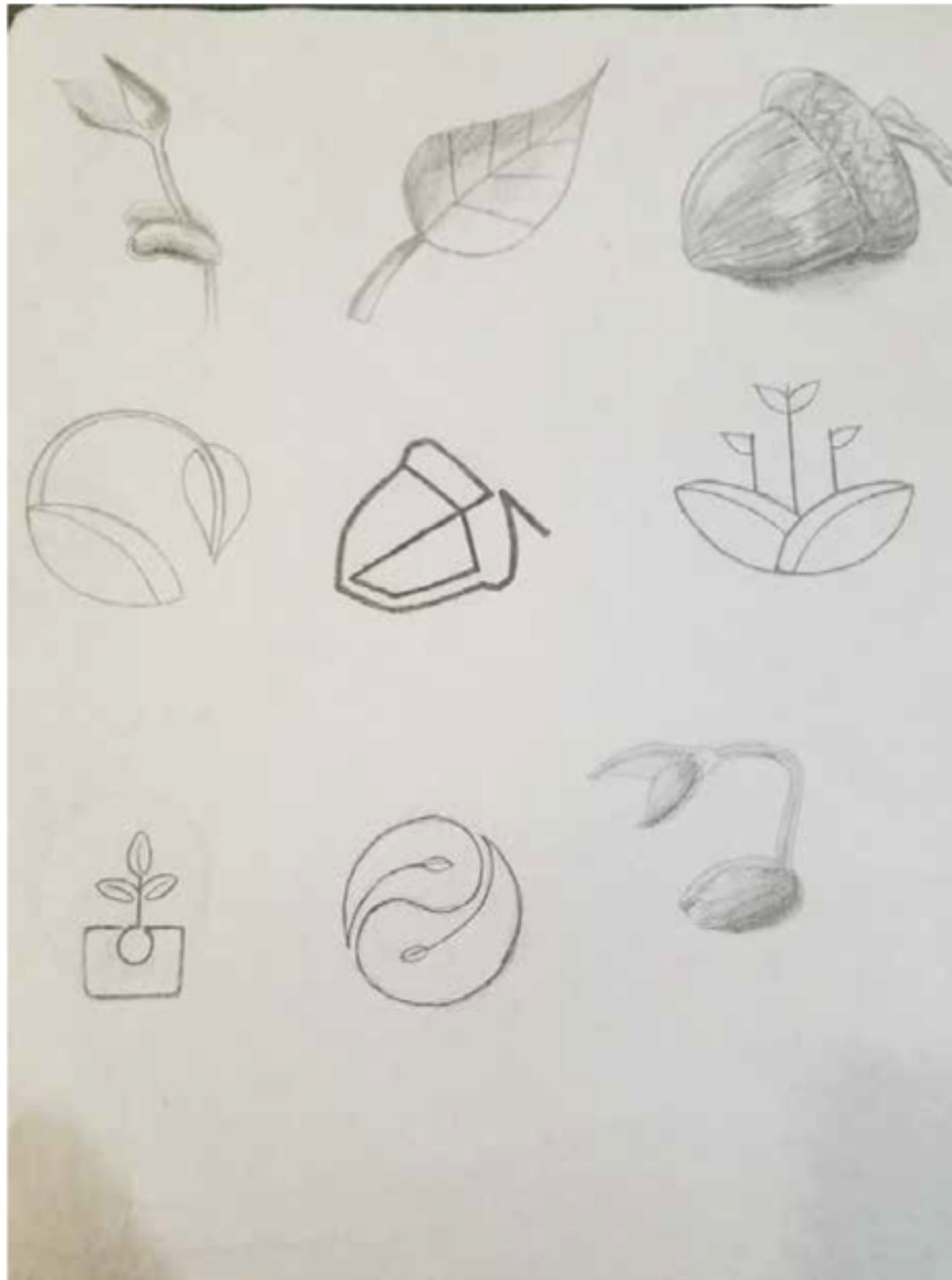
**Nature / Seed**

## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Seed

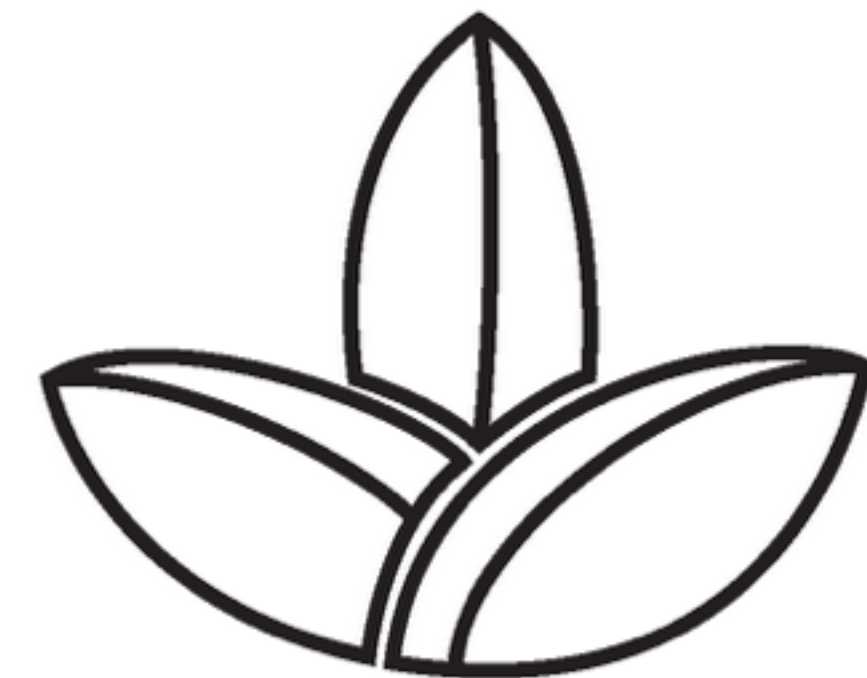
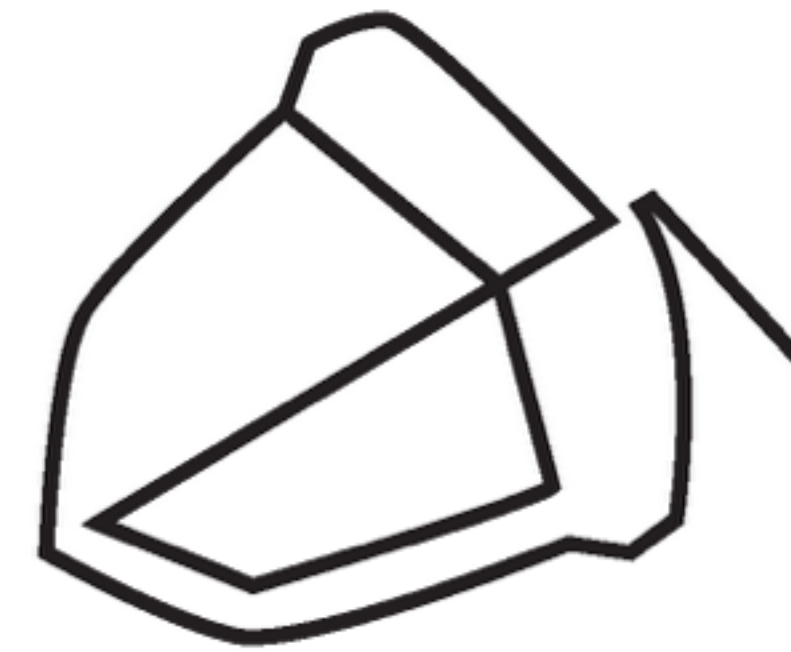
**Connotations:**  
pip, stone, kernel, ovule, nut, grain

**Hand Sketches:**



Carlos Fernandez

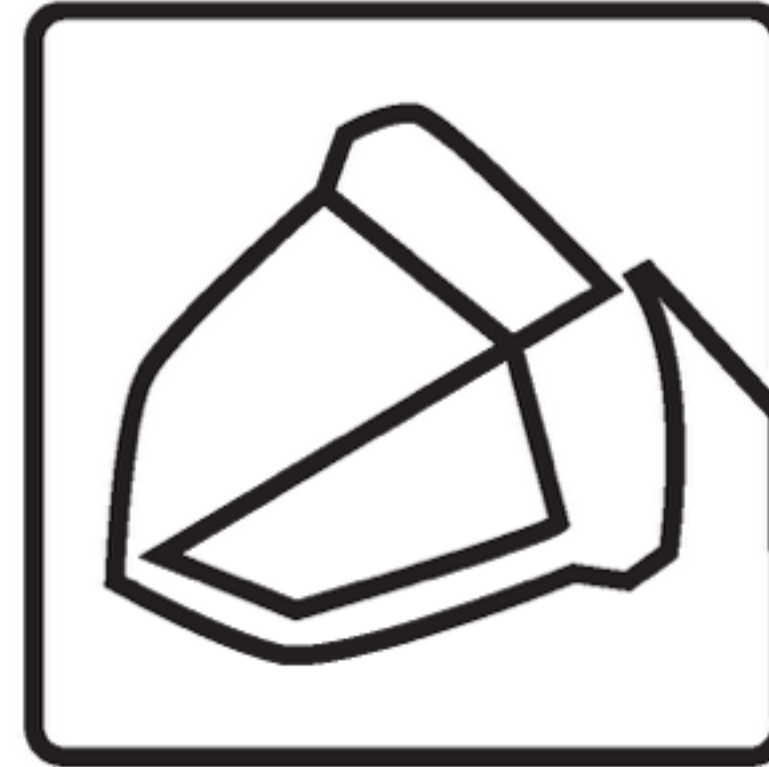
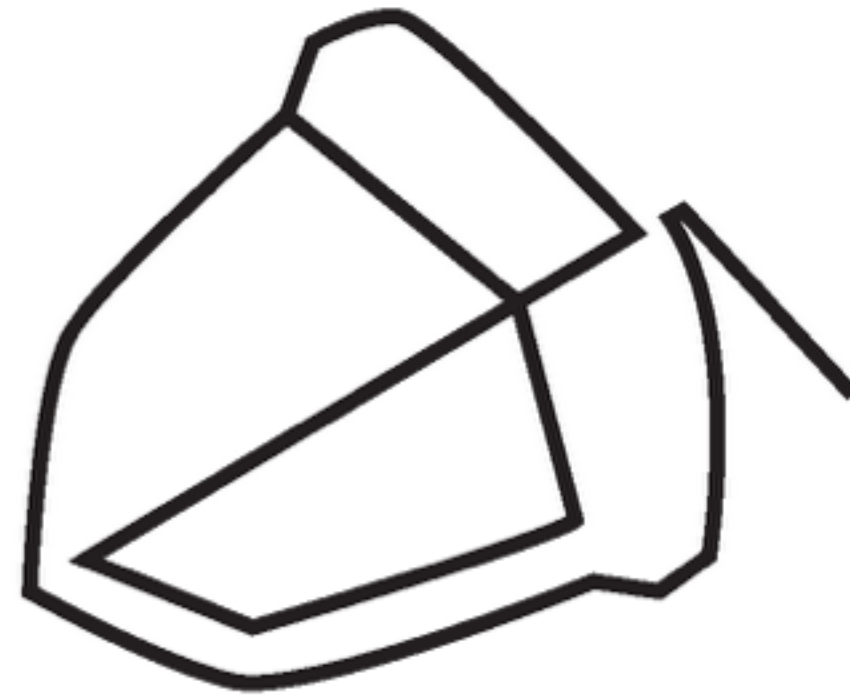
## Project-3: Phase-2 Designing the Mark



Carlos Fernandez

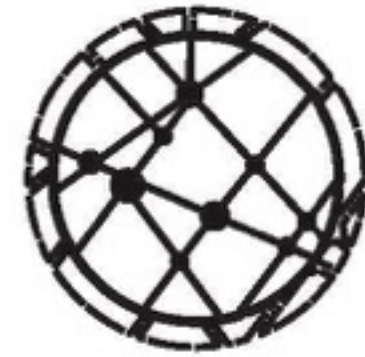
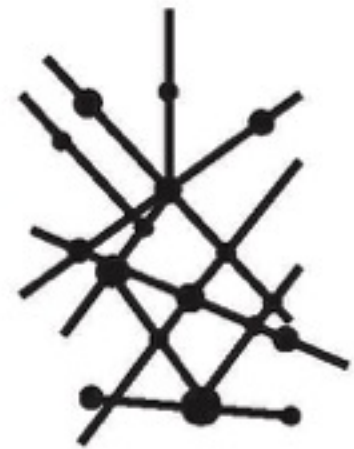


## Project-3: Phase-2 Designing the Mark

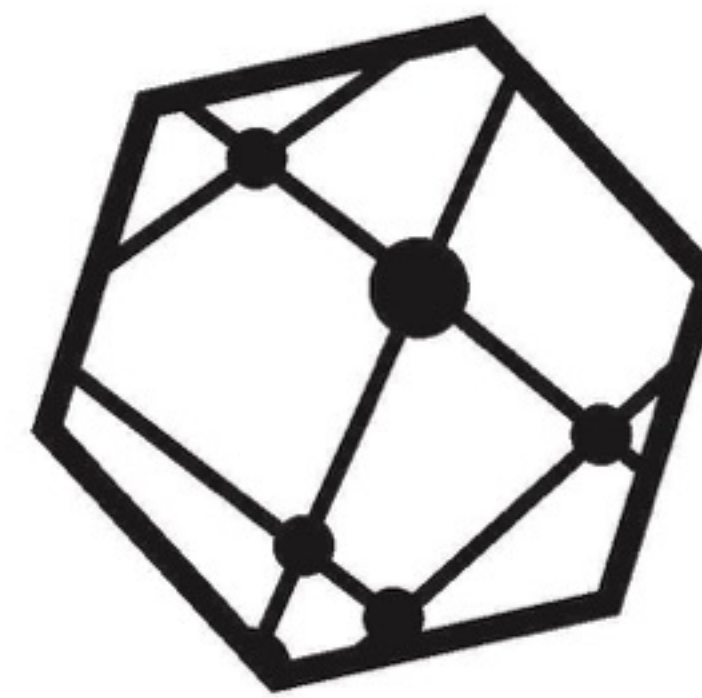


**Science / Exploration**

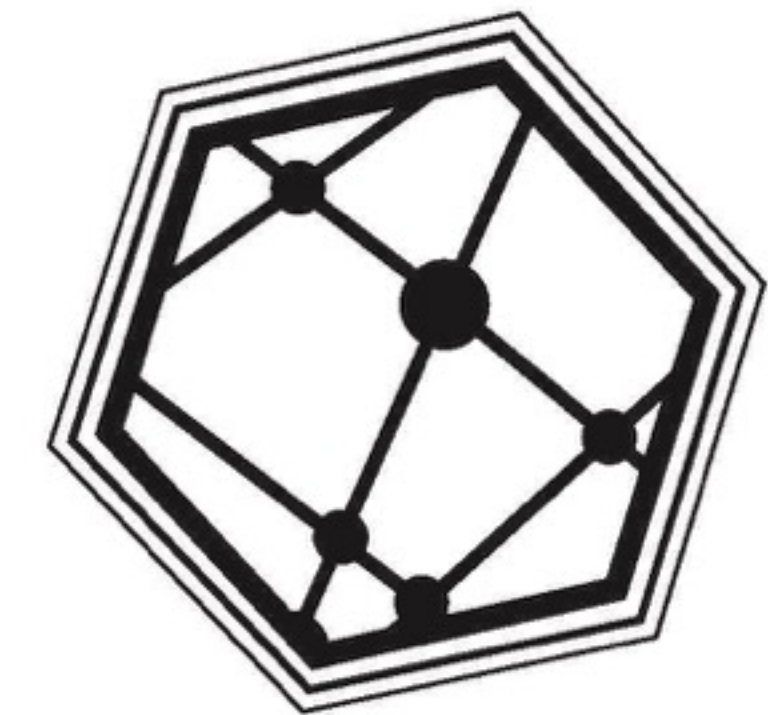
## Project-3: Phase-2 Designing the Mark



## Project-3: Phase-2 Designing the Mark



Final Mark



Emblemized mark

**Entertainment / Masks**

## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Masks

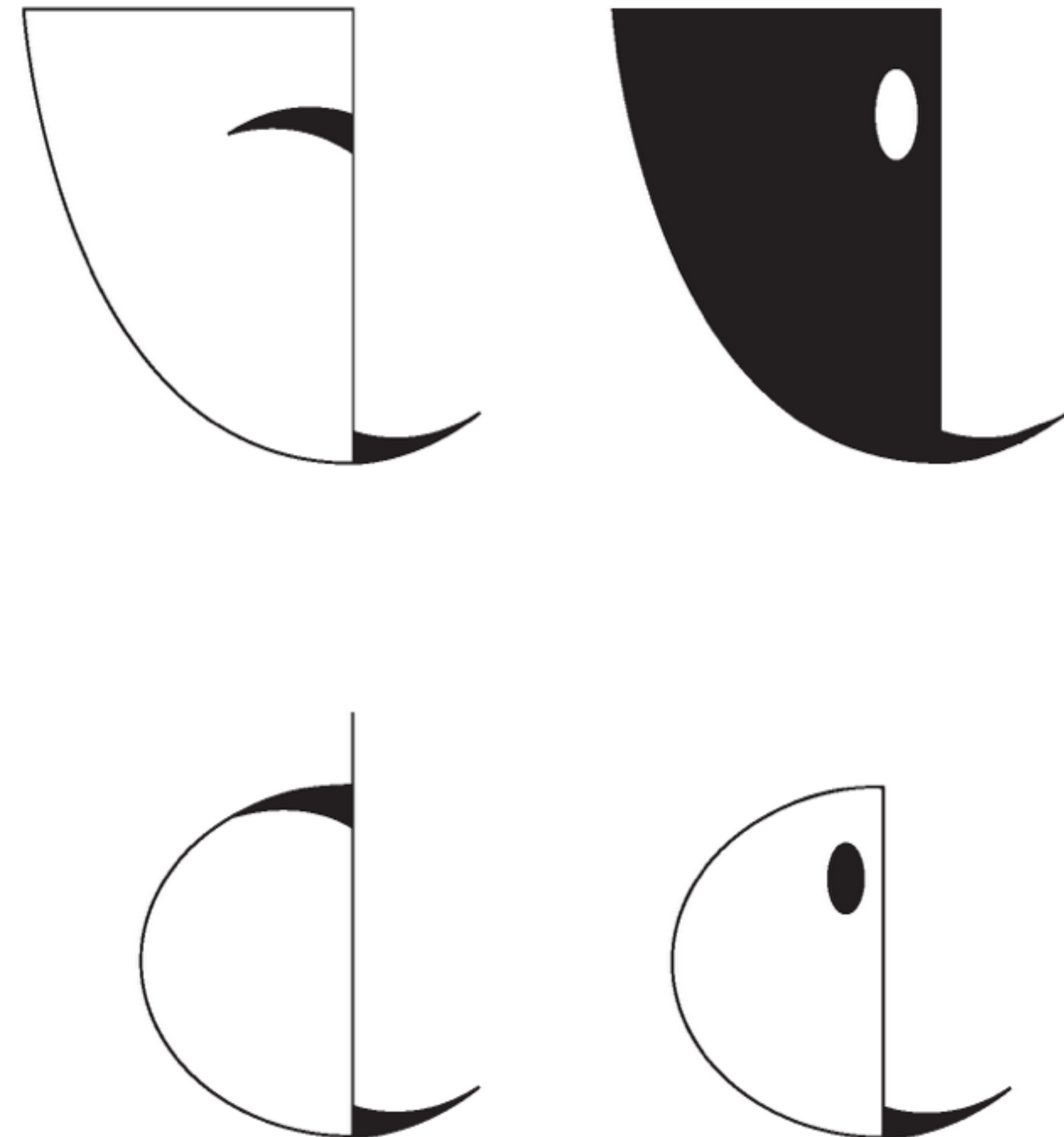
**Connotations:**  
Comedy, Drama, identity, mystery, choice, duality

**Hand Sketches:**



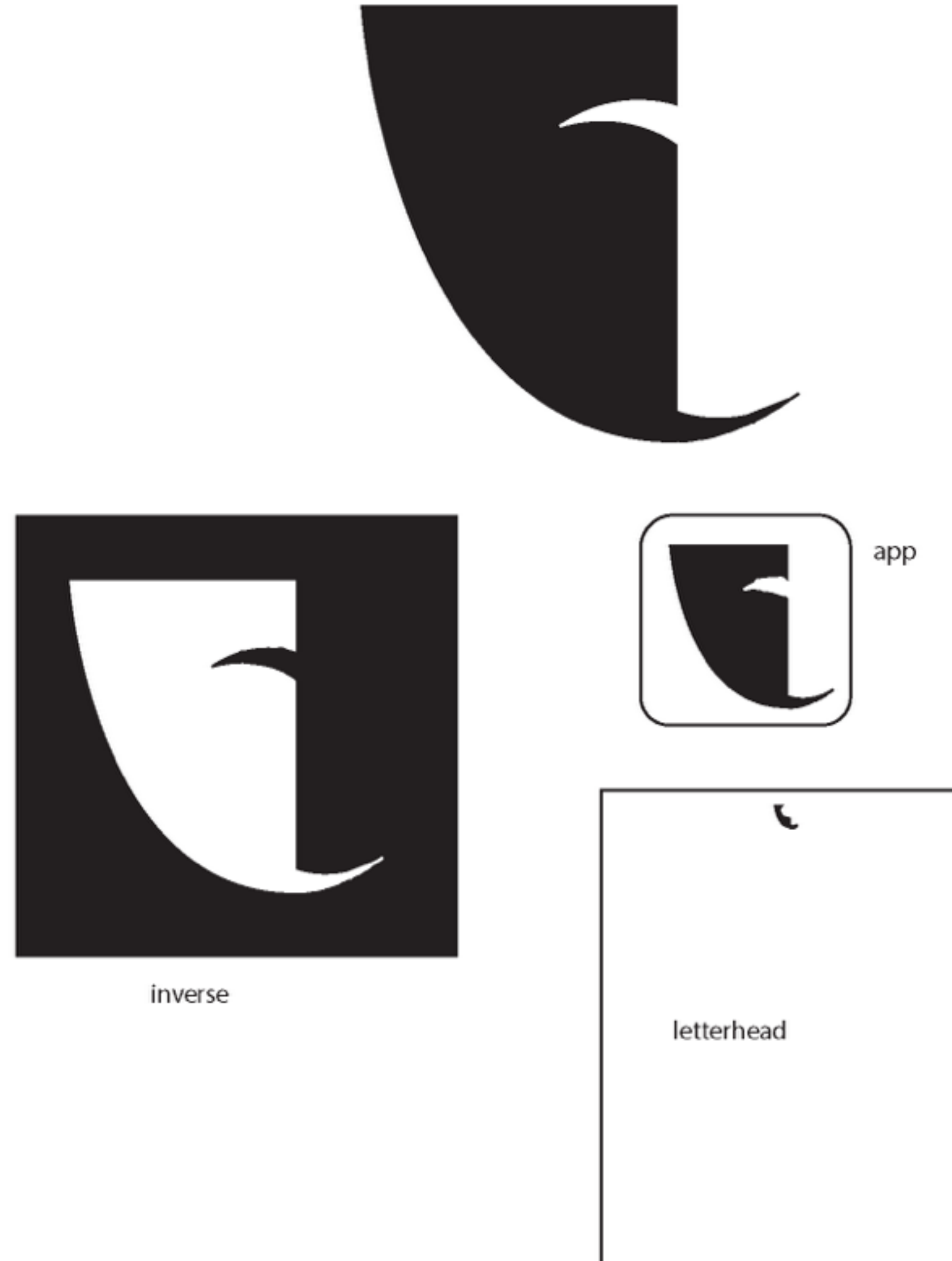
Katie Nolte

## Project-3: Phase-2 Designing the Mark



Katie Nolte

## Project-3: Phase-2 Designing the Mark



**Nature / Ocean**



## Project-3: Phase-2 Designing the Mark

**Primary Word:**  
Ocean

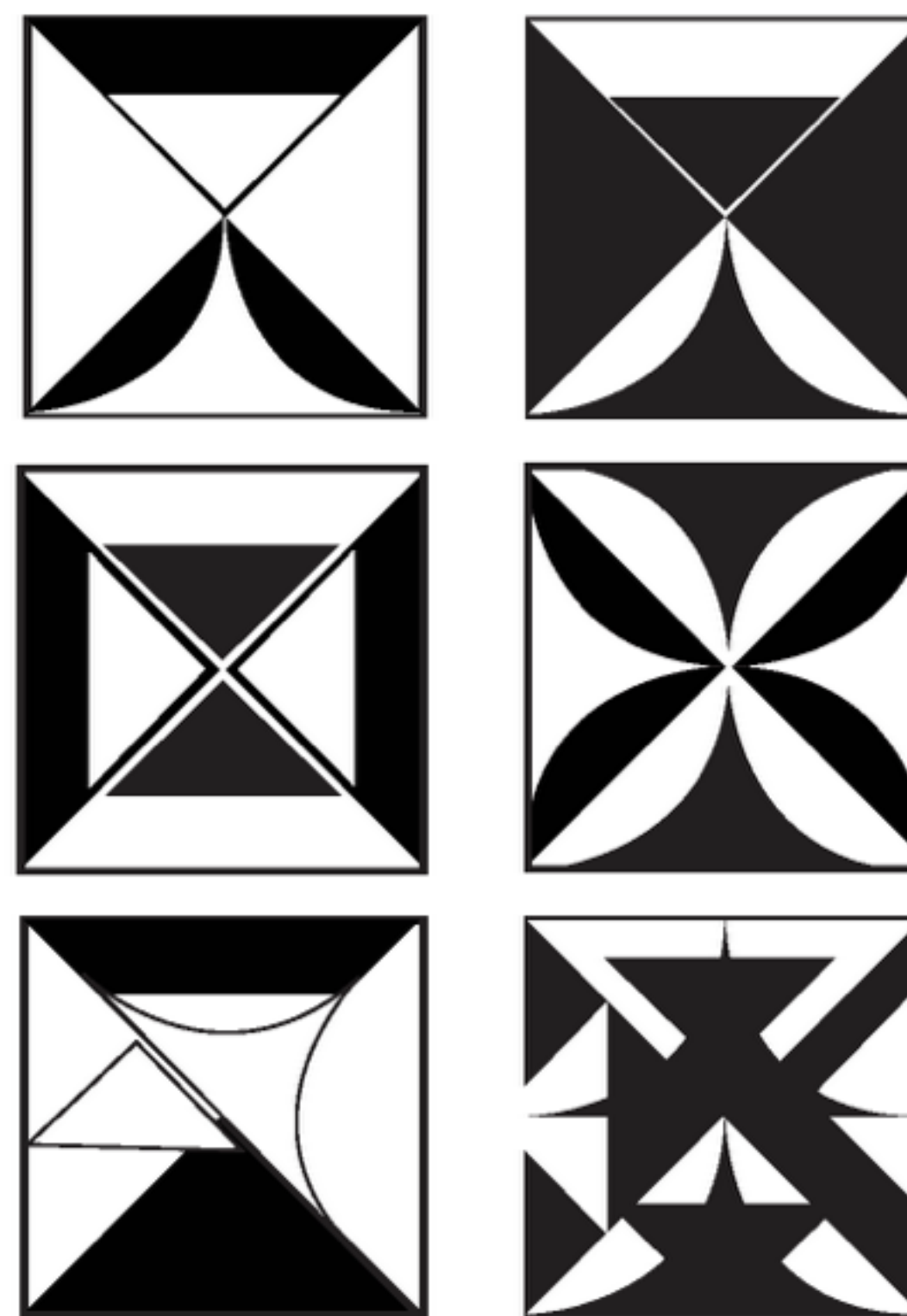
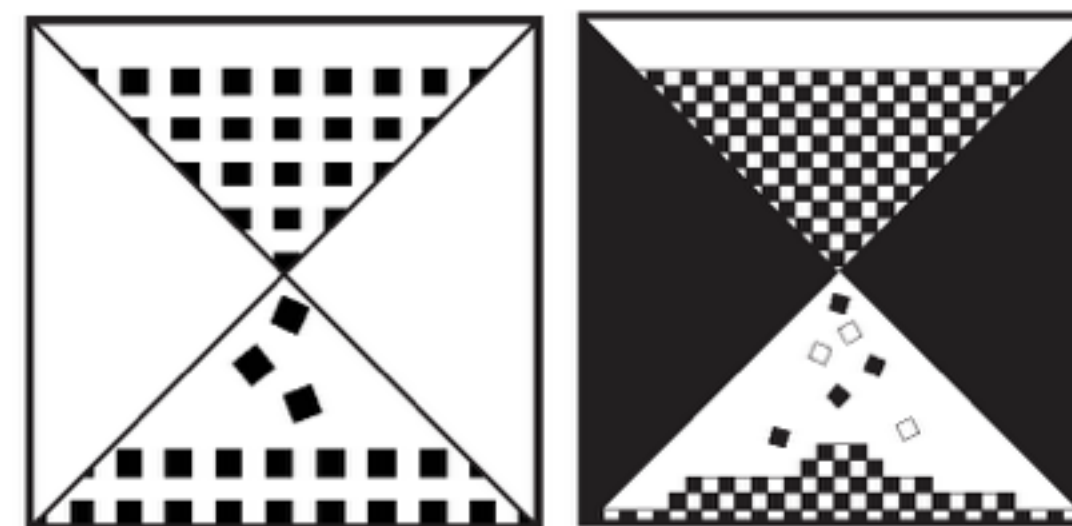
**Connotations:**  
salt, sand, hourglass, sundial, timepiece and moment

**Hand Sketches:**



Annelysse Eggold

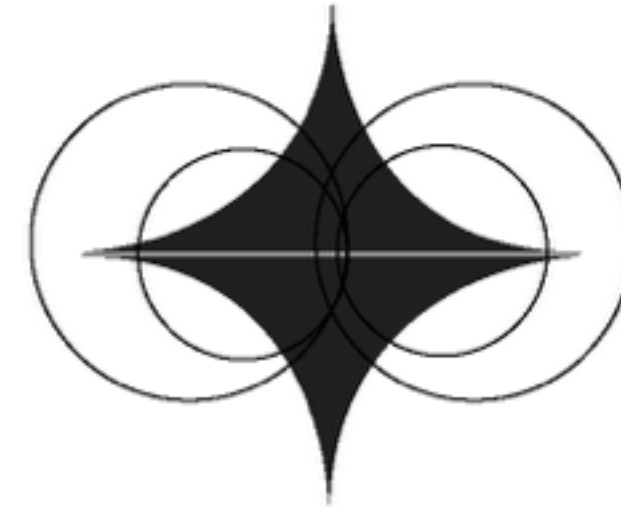
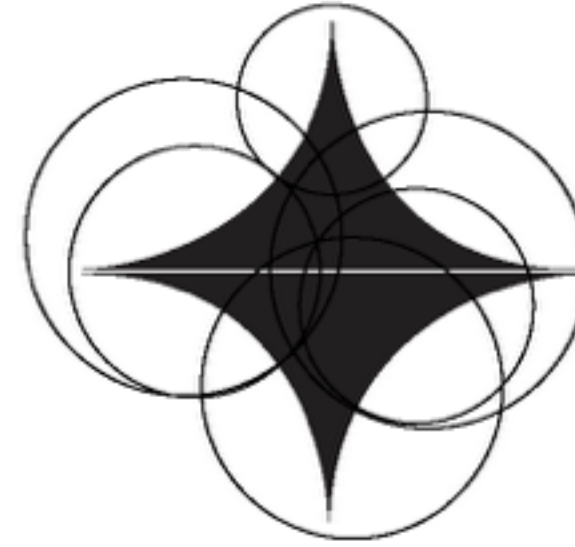
## Project-3: Phase-2 Designing the Mark



Annelysse Eggold



## Project-3: Phase-2 Designing the Mark



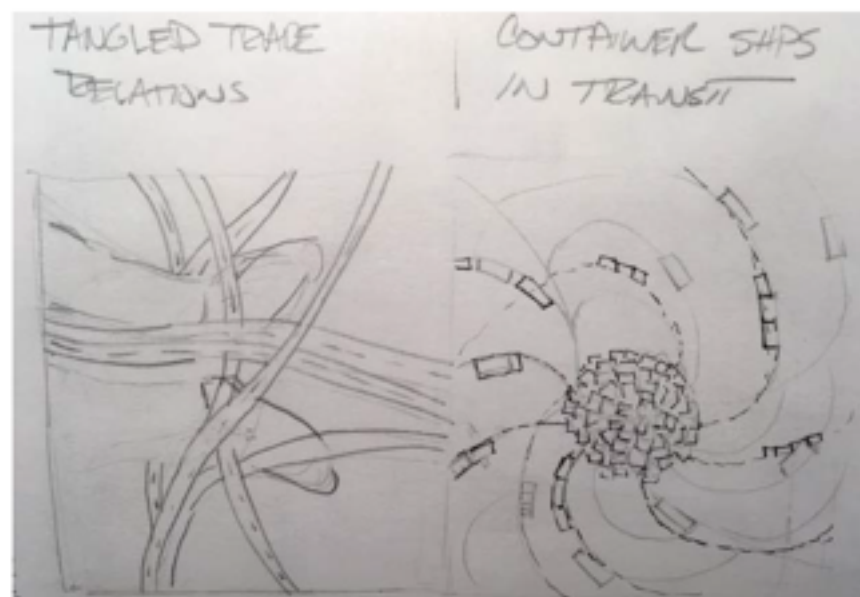
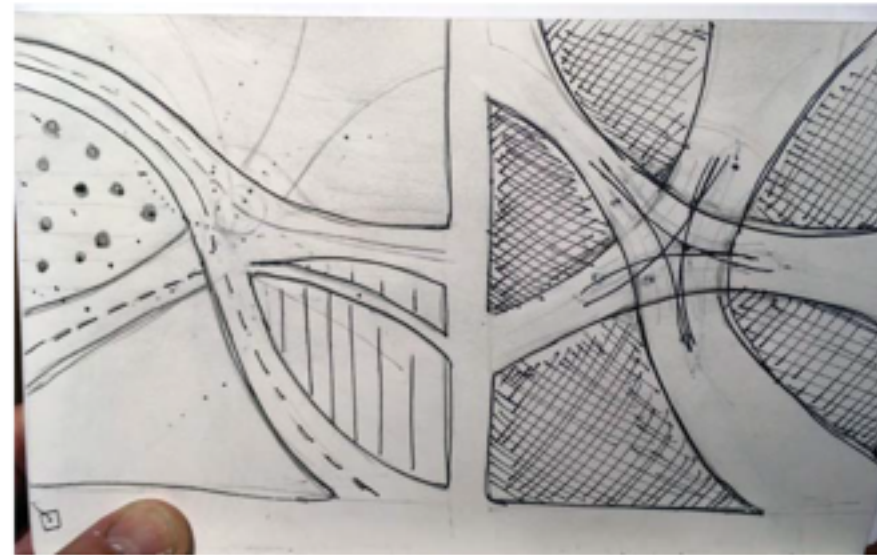
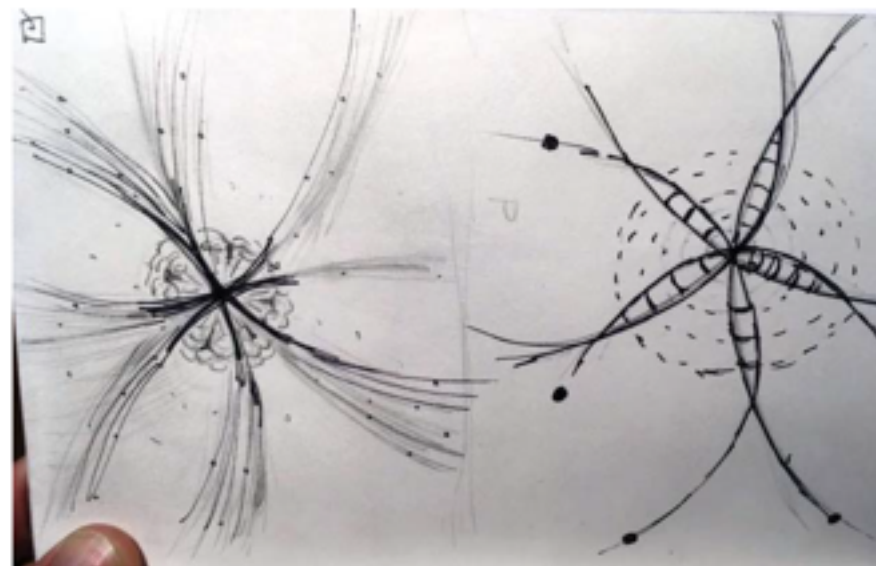
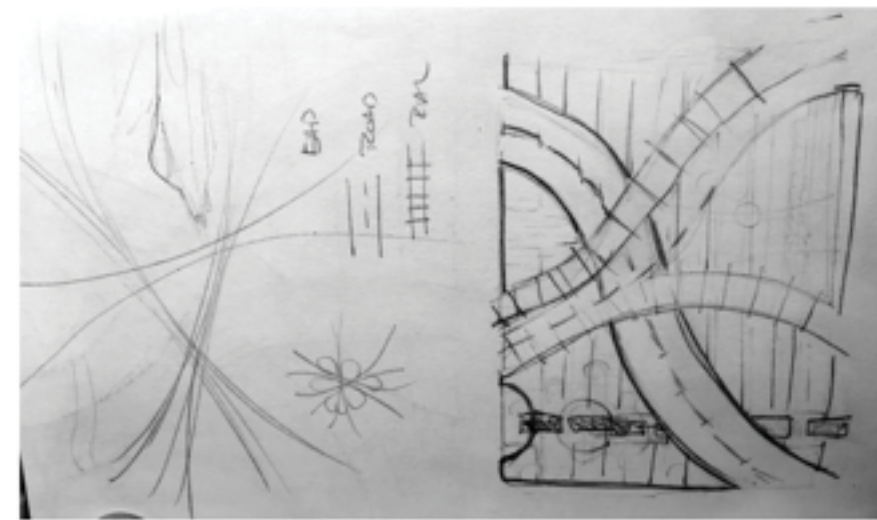
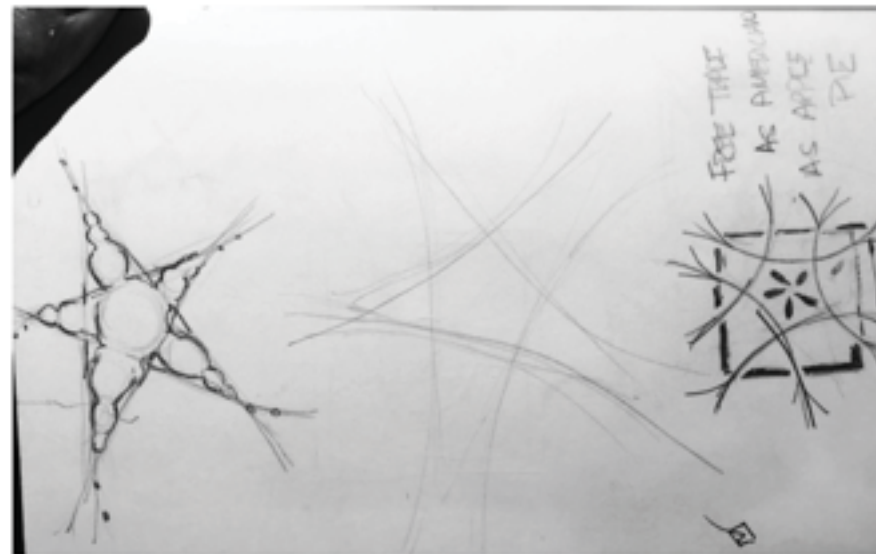
**Commerce / Free Trade**

## Project-3: Phase-2 Designing the Mark

Primary Word:  
Symbiosis (derived from Free Trade theme)

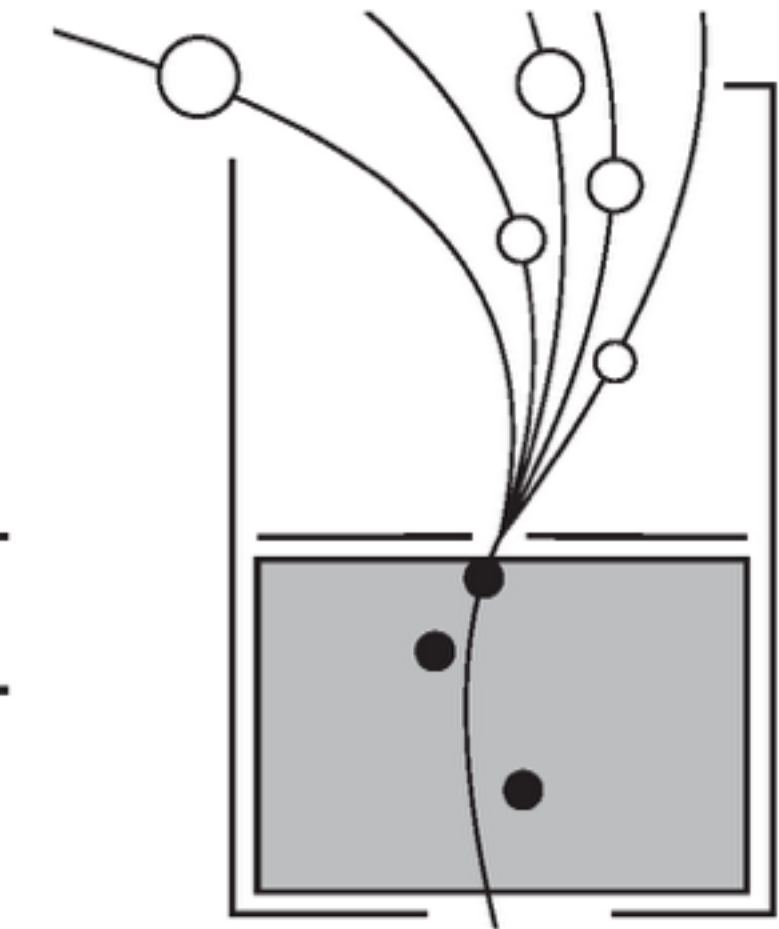
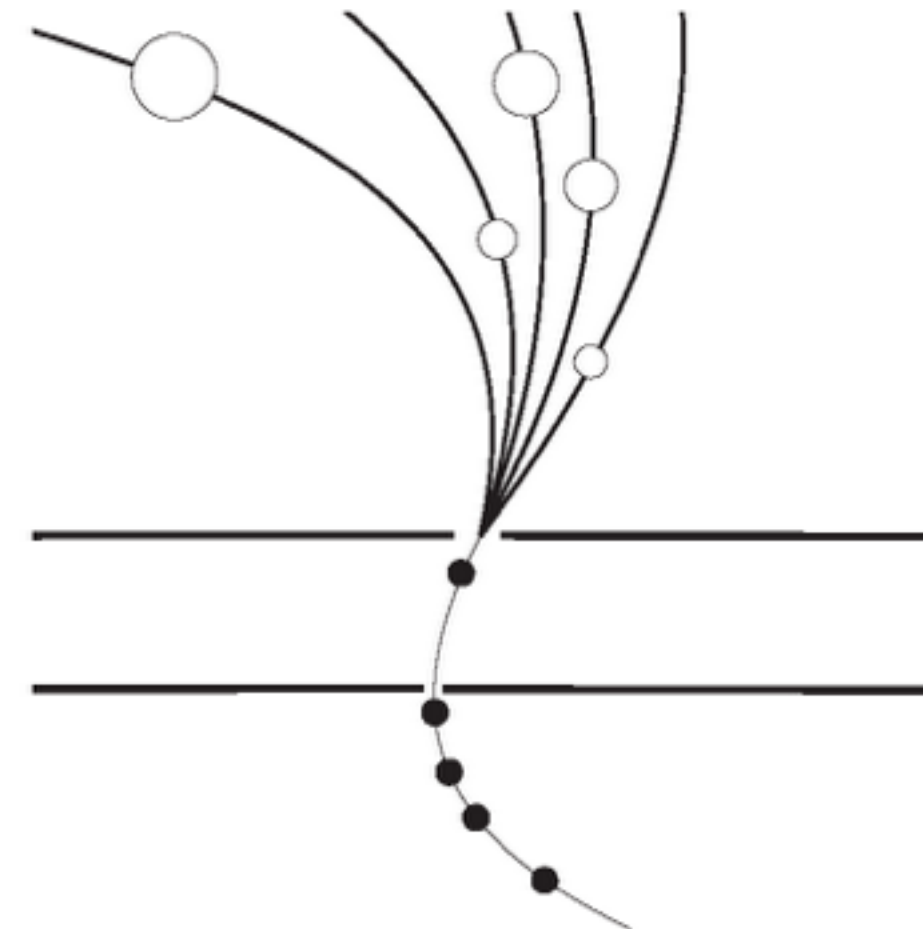
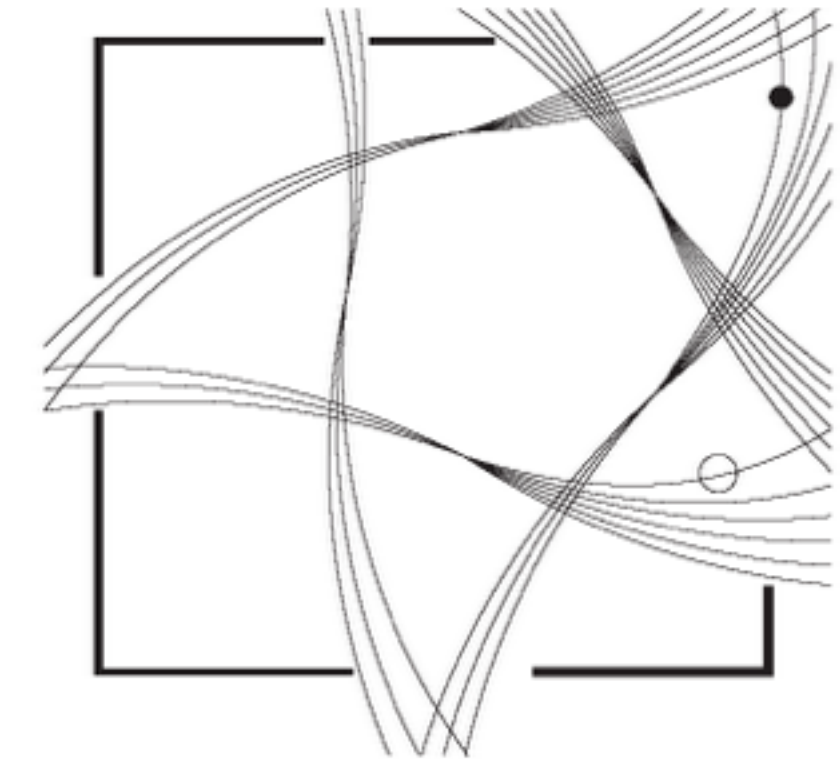
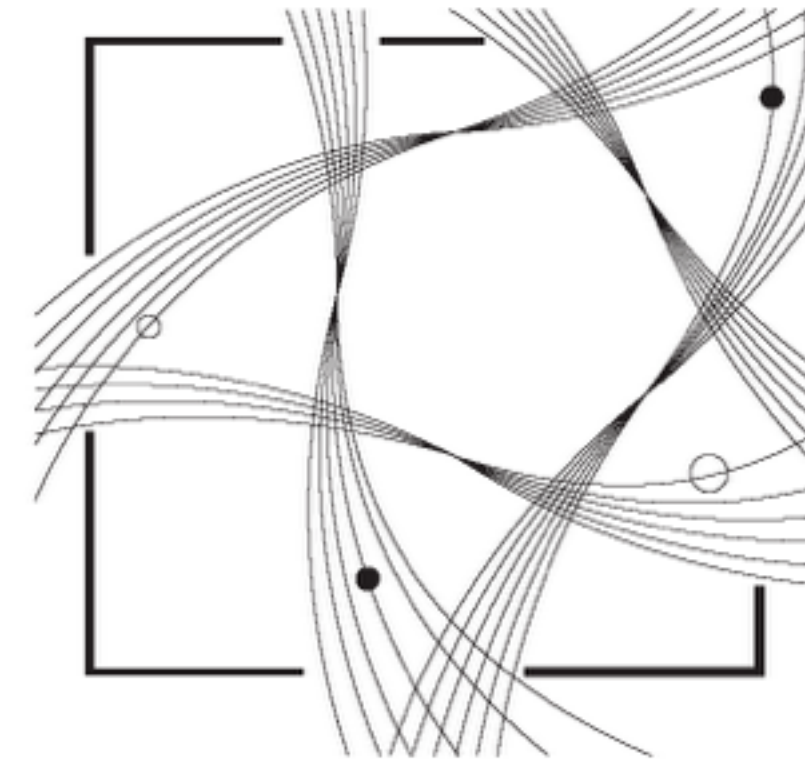
Connotations:  
Reciprocity, shared interest, deterrence, mutual, handshake, tied-together, common enemy,  
three-legged race

Hand Sketches:



Steven Mott

## Project-3: Phase-2 Designing the Mark

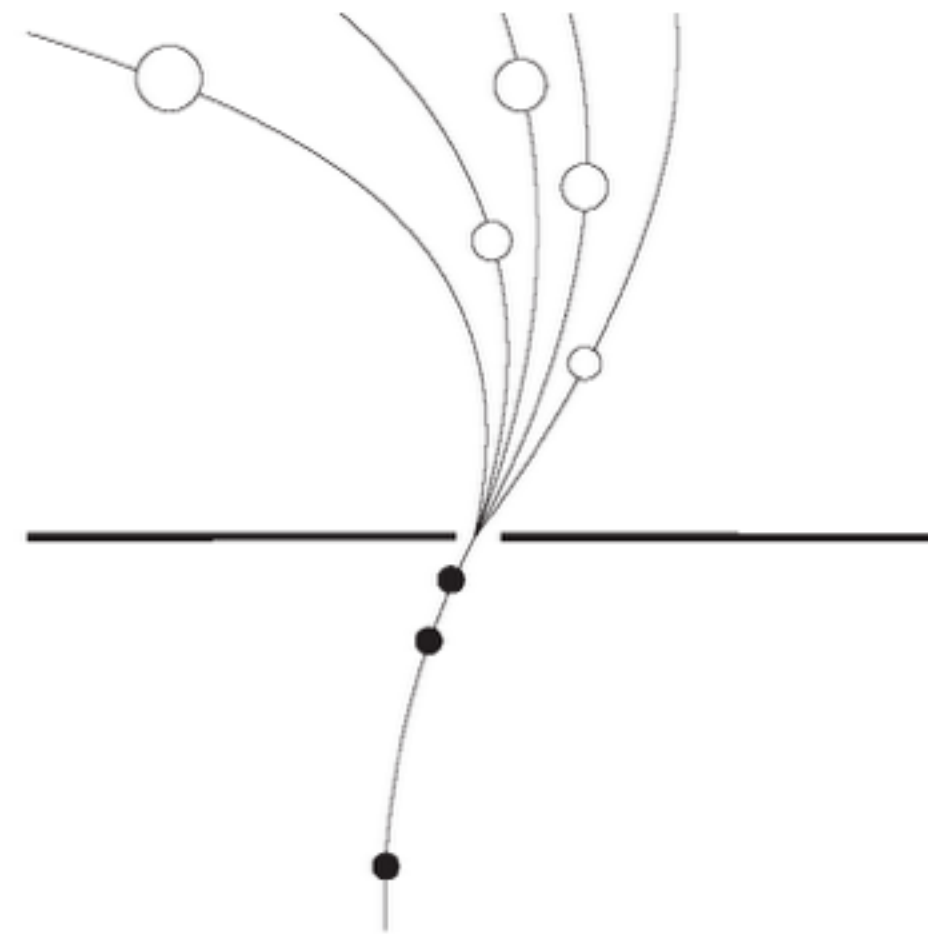


Steven Mott

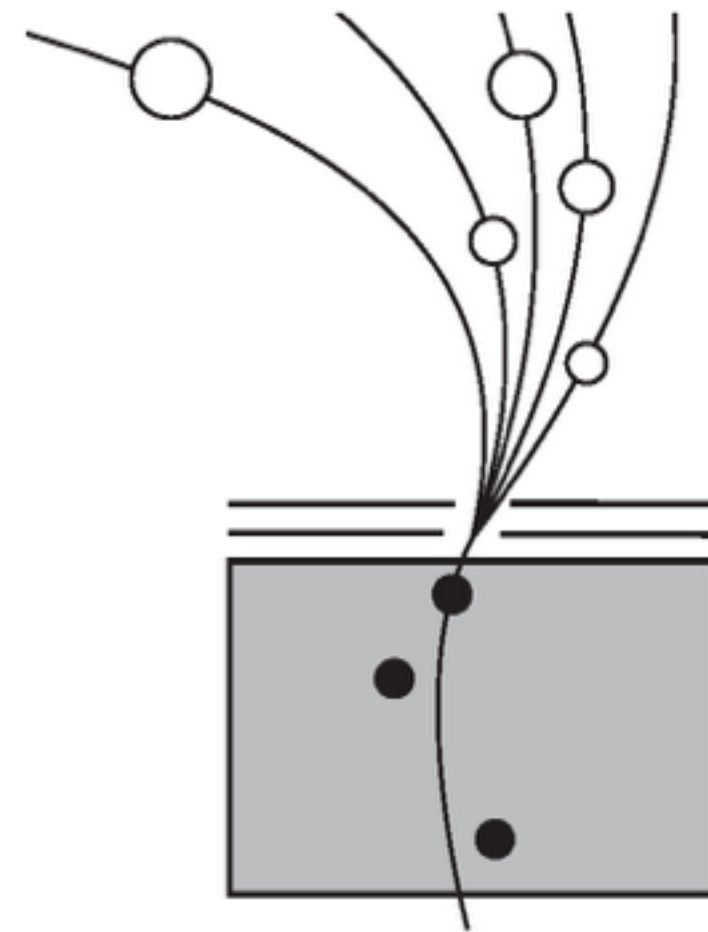


## Project-3: Phase-2 Designing the Mark

Mark



Emblem



**Sporting and Adventure / Extreme Sports**

## Project-3: Phase-2 Designing the Mark

### Primary Word:

Sporting or Adventure / Extreme Sports.

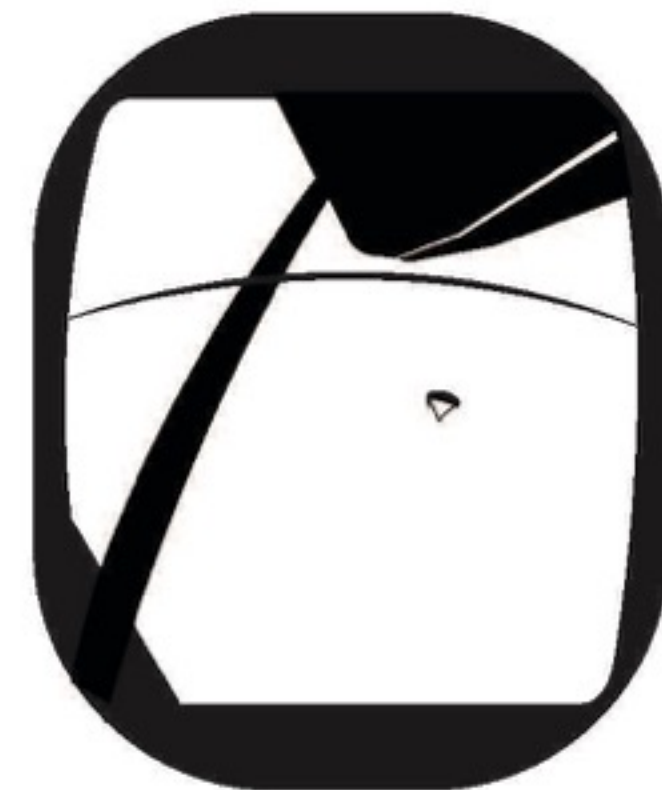
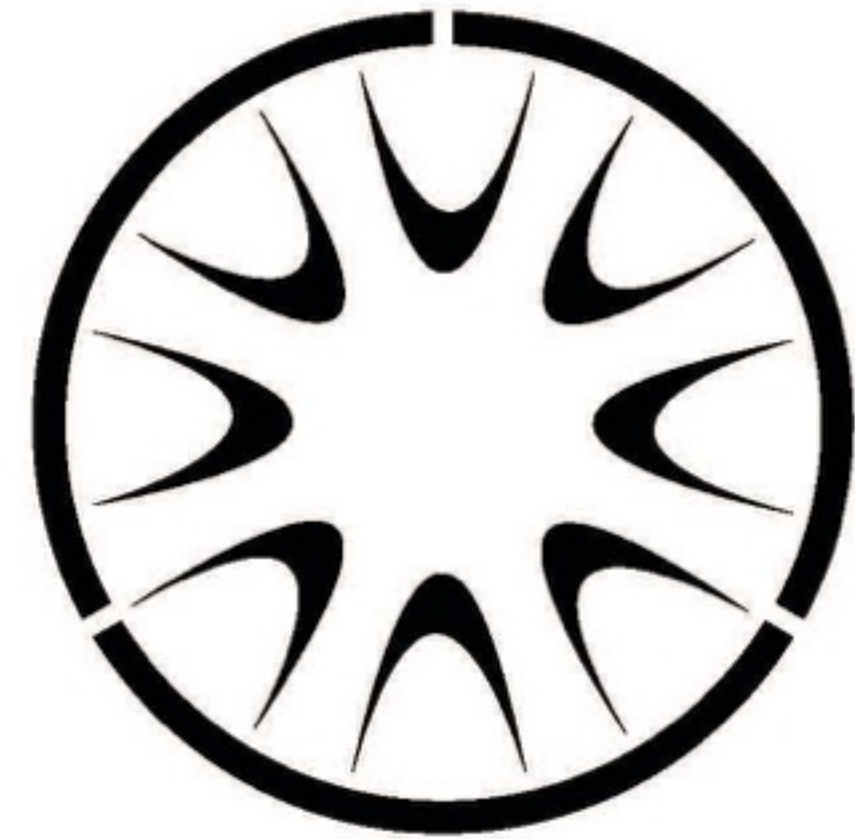
### Connotations:

Wild, adrenaline, team, nature, pulse, determined, air, elements.

### Hand Sketches:



## Project-3: Phase-2 Designing the Mark





## Project-3: Phase-2 Designing the Mark



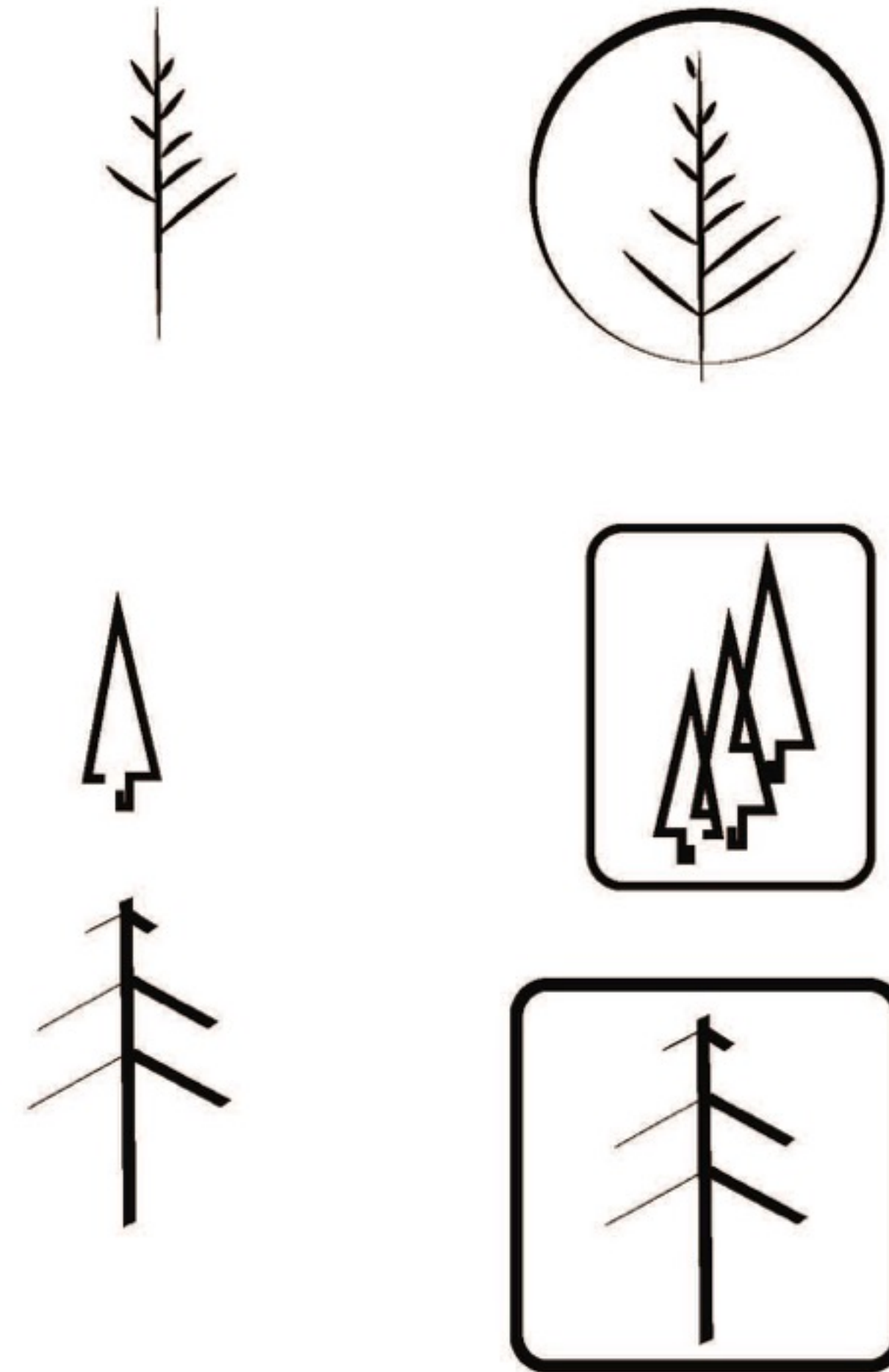
**Nature / Live**

## Project-3: Phase-2 Designing the Mark



Ryan Larry

## Project-3: Phase-2 Designing the Mark



Ryan Larry