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The way I see a logo is something that draws attention to someone or a crowd, a vision that creates the eye to be attracted to so you can possibly be interested in or gain a liking for. It's an eye-popping feature that people become involved with like the Wu tang logo, Wu tang is a group of African American men who came from different areas of the city and branded themselves through hip hop. The symbol is designed with bold letters and divisions through the ridges that flows with shapes which spell out the group's name, basically a logo is supposed to bring you in so you can see deeper than meets the eye. Getting away from the transformers 'Optimus Prime' infamous saying, when you look at something you look for what it can derive from pulling you in from the very first look and gaze. Thinking about how the Nike logo brings out different designs from when it first came out and to know, the look has changed over time to reel in more opportunities that dig into what is being created in the logo. Making a logo means understanding where and what you want to do with the logo, possibly creating a brand only you may see at first but over time others start envisioning as well. A logo is based off the matter in time or moment that goes with the creative thought you picture I also say it gives the creator some sense of ownership with that thought you just mapped out from what you saw as the creator, I believe what makes a successful logo is not how it sells or profits you, overall it should be a thing that was thought out and felt to be loved by many even if it's something small I say it should allow the viewer to bring some type of fascination from the logo. Different elements I think are an eye catcher, something that relates to that person or thing, and or the likeness from the logo, it has to create some form that most people or viewers may like and probably haven't seen a sort of unexpected art work that pulls the attention, hopefully the logo resonates and has certain parts to it that connects with the style of direction maybe the creator sees.