DeskTopPublishing

Desk Top Publishing (DTP for short) is when we use a specific computer program to create documents which have text, graphics and colour.

The task you have been given is to design a company logo. You will have to think of a company name first. Remember your name will say a lot about you!
For instance…

The Cheap Plastic Clock Company

leaves the consumer in no doubt what you do. A simple colourless name which shows no imagination and inspires no confidence that your products will be any more imaginative. Whereas…
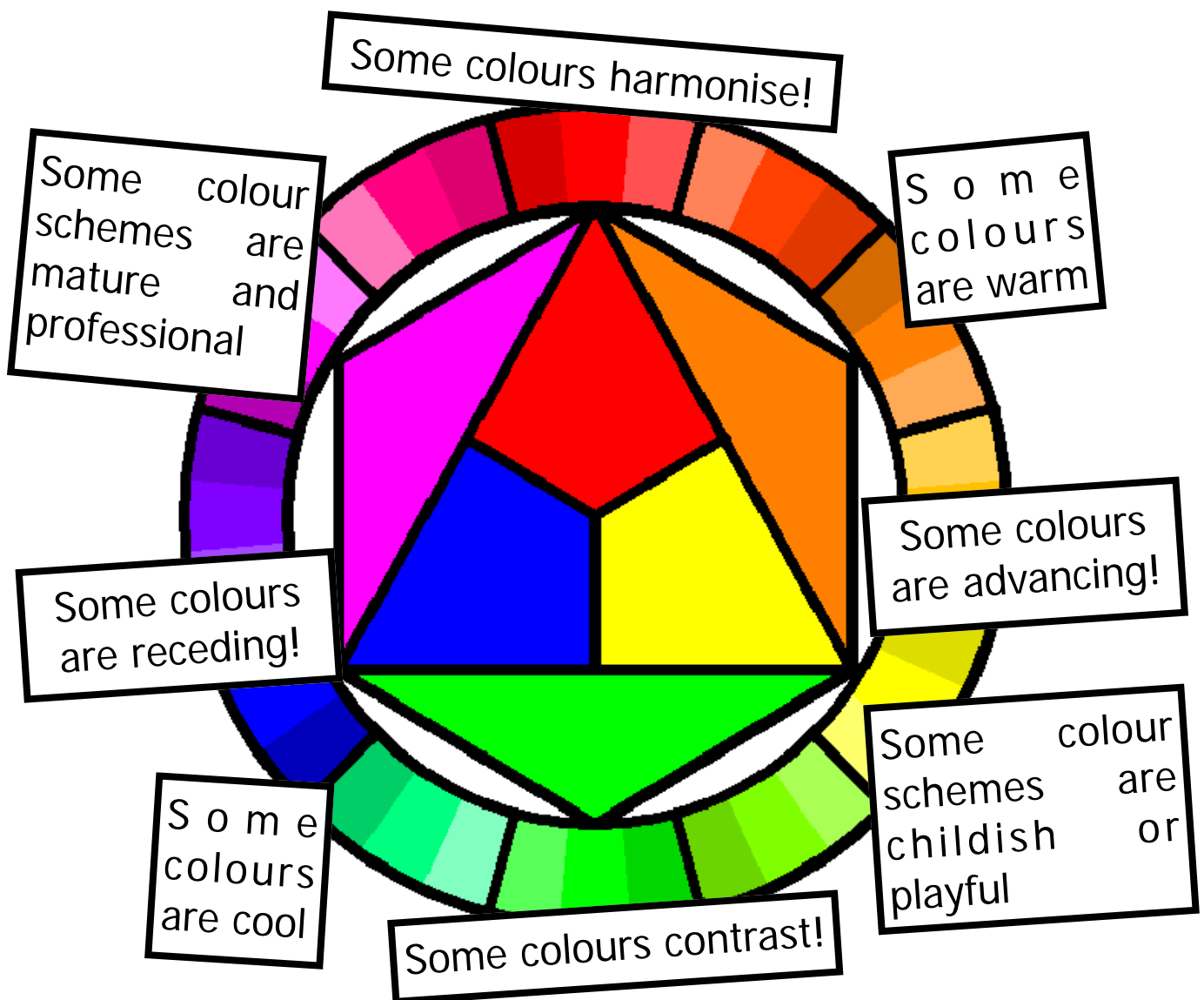
WaterClocks

Shows a little imagination. The consumer knows that your clocks have something to do with water. That could be a theme or a function (i.e waterproof). There is no limit to price, you could be cheap or expensive.

DeskTopPublishing

You will also have to use your knowledge of colour theory.

Some colours harmonise!

Some colour schemes are mature and professional

S o m e c o l o u r s are warm

Some colours are receding!

Some colours are advancing!

S o m e colours are cool

Some colour schemes are childish or playful

Some colours contrast!

Use the following page to come up with 2 different ideas. These can be based on the same name or two different names. Use coloured pencil to develop your idea.

DeskTopPublishing