



MMD 30205 APRIL 2023  
INTRO TO CREATIVE MEDIA DESIGN  
ASSESSMENT \_'VISUAL DESIGN'

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SECTION 02

# FOUNDATION IN DESIGN, TAYLOR'S COLLEGE LOGO PROPOSAL



Key Word: -Innovative  
-Balance  
-Minimalist

## Colour palette



## Logo Meaning:

The logo is an optical illusion. The word "F" and "I" are just open shapes formed using positive space. But the red negative space provides the viewer with enough information to make sense of the 'FID' letters. This logo may be simple but they are not simplistic

