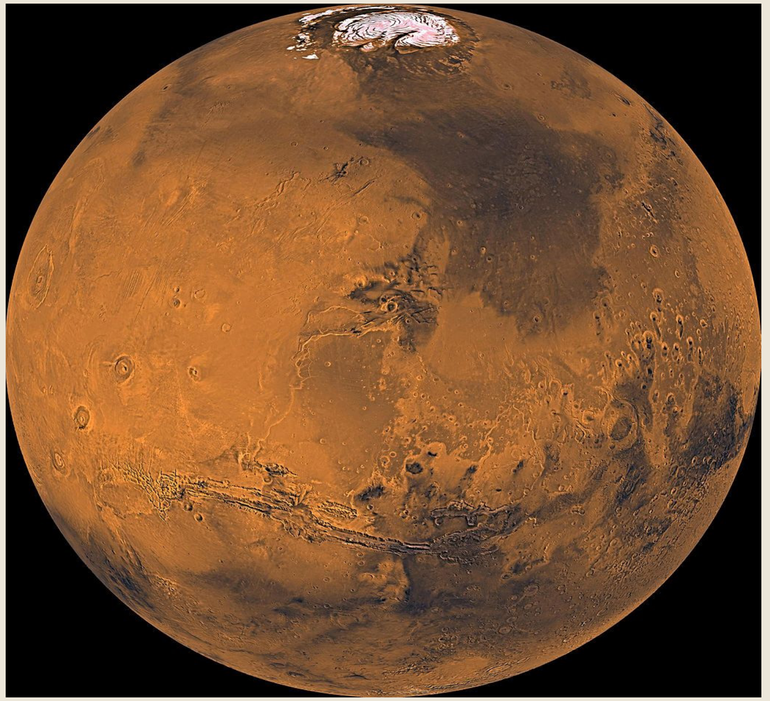
New York City College
Of Technology

MARS



ABENEZER BEREKET

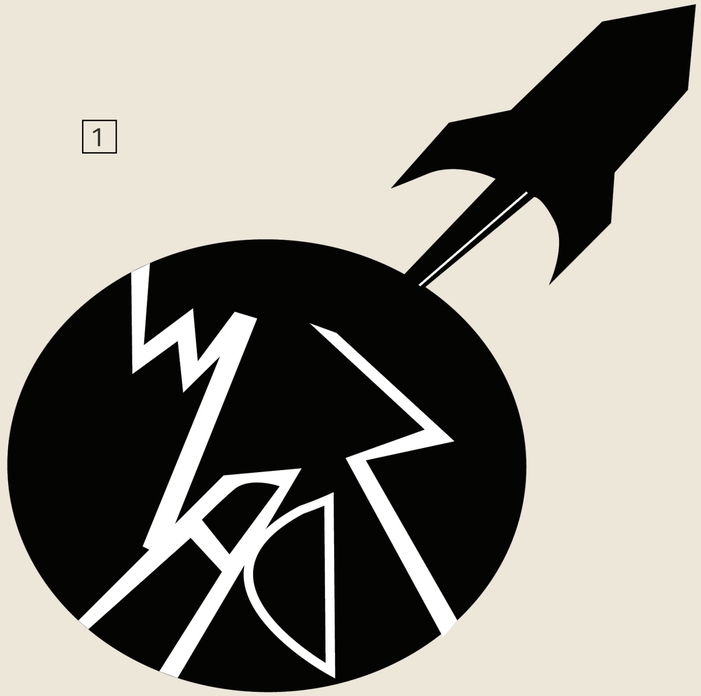
COMD 1112

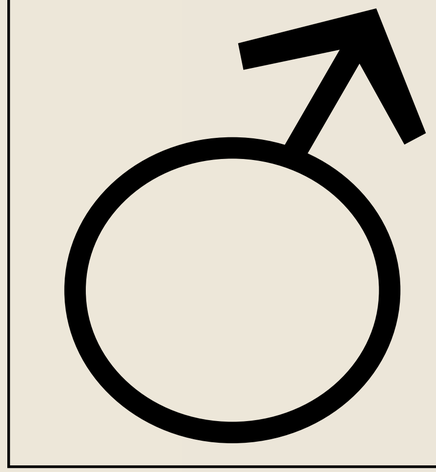
What's in a word?

SKETCHES

I wanted to create a logo that combine the god of war with the planet Mars.
The first sketch I did was the large colored one in the middle. I drew the god of war Mars carrying a shield on his side that looked like the planet Mars. This idea had to much going on to work for a logo. I then tried writing The word Mars out in different variations but I didn't like any of the once I did. So I did some more research and found the symbol for Mars. It was a simple shape that represented a shield and a spear. I created the rest of the skatches with that symbol in mind.

1





2

3

THE PROTOTYPES

Using my sketches I created mock-ups of the rocket flying off Mars. I tried to make it look as close to the symbol for mars as possible while still looking like a rocket ship blasting off a planet. I kept the three variations that I thought were best. The first one was black and white, this one was simple and with a few tweaks could have been the one I went with. I liked it but it was missing something maybe color? So I added the color red to replace the white, I also made a new rocket ship design. The red represents the planet Mars and the god of war. The Latin text on the inside also was more dynamic. The last design was the more detailed of the three, I wanted to see how much I can push the details without making it too busy. I didn't like it as much in the end because it looked more like an illustration than a logo. Also, the removal of the Latin text took away a very integral part of the design. In the end i desiced to expand upon the second design.

MARS IN LATIN

The word Mars originated in the Latin language, so I thought it was fitting to have the writing in the logo be in Latin. The letters of the Latin alphabet had a more dynamic aesthetic. They had a familiar look but still weren't recognizable, I thought that looked better for the design of the surface of mars.

Useing what i learned from createing the mock-ups i stealted on this diesgin from the logo. I added a gradient to give it space like aesthetic, i also added a black background to bring out the glow for the presentation. .