Client Project

For my client project I worked with a small business named JZJ Cleaning Service. I was asked to create logos for the business that will help them gain a new look. I chose this, because I thought it would be fun to help someone try to gain their identity. One of the hardest parts about making logos for me personally is trying not to be detailed. The client wanted logos that were simple and pretty self-explanatory. I sketched four designs that I thought would be a good for the company, but when I started creating them I found that they weren’t the look that we were going for. So, I created new logos that were very simple but screamed, “I would clean your business.” Even with the challenges faced I’m very pleased wit how the logos turned out.

 I feel as though this was a challenge for me personally, because I’ve only been working with Adobe Illustrator for a couple of months now. This project to me shows how much I’ve grown as a graphic designer not only creatively but also skillfully. If I were to do this project again, I would probably give myself more time to do my logo packages. I don’t feel as though they are bad or not good, but I believe that they could be more detailed. From this project I’ve learned to work with clients, and deal with someone else’s thoughts on my work, other than the people I sit next to in class everyday. It was refreshing to hear someone’s opinions and outlook/vision. I know that all clients won’t be the same, and think that everything I do is great. I just enjoyed the experience of working with a client, and being able to have someone use my work.