Honors Project

For my first project, I’m am going to create a logo for a cleaning company called JZJ Cleaning Service. The target audience for this project are middle age business owners. Illustrator will be the software I will be using to create the logos. I was thinking about doing different cleaning products along with the name of the cleaning service. I want the logos to be simple and clean looking and scream clean. We agreed on cool colors instead of warm colors, because we want people to feel calm and comfortable when looking at the logo. I chose to do logos, because I feel as though they are very fun. Although, I am new to Illustrator to this can be a challenge for me personally. The deadline for the logos is May. I plan on working on the logos whenever I have free time or given time in class.

I decided to create a YouTube/Website banner for my second project. My older sister loves YouTube and dreams about one day having her own YouTube channel. This has inspired me to create a banner for her channel. I will most likely be using a combination of Photoshop and Illustrator to create the banner and the elements. The theme will be makeup, so with that I will probably be using bright pinks, blues, purples, etc. The target audience for the project are teenagers/young adults. Using a fun font and a playful colors will allow me to reach the attended audience. When I finish my client project, I will be working on this banner and finish it before it’s due.