

LIS 688 Marketing Notes
2010-09-23

- Analyze your data and figure out your organization's niche offering.
- Logo Week
- Use paper to start with.
- You can scan your image in and work with vector graphics in PowerPoint for instance.
 - Use the line tool.
 - Do lots of little clicks to get around the shape.
- When presenting a logo to a client, show them only one at a time.
 - If they don't like it, pull out another one.
- When showing your portfolio for a job, bring in all your work-in-progress stuff.
 - Logo design due Oct. 7th
 - Bring in your work in progress materials!!!