



PTU/Palestine Technical University
Architectural Engineering – Cooperative
visual training
Exercise 1: Logo Design

Course title and number	visual training 12280203
Instructors	Amani Ibrahim
Instructor's e-mail	amani.ibrahim@ptuk.edu.ps
Semester- Year	Summer Semester 2023/2024
Exercise name	Logo Design
Duration	2024/7/28-07/22
Introduction And Exercise description	In this exercise, architectural students will engage in the creative process of designing a monogram logo that embodies their identity and future aspirations as architects. The objective is to craft a unique emblem that combines their initials with architectural elements, reflecting their passion for the field.
Exercise objectives	<ol style="list-style-type: none"> 1- Creative Expression: Encourage students to express their creativity and artistic abilities in designing a unique monogram logo that reflects their personal identity and passion for architecture. 2- Integration of Elements: Teach students how to effectively integrate architectural elements and symbols into a logo, combining initials with relevant visual components to create a cohesive design. 3- Color Theory: Explore the principles of color theory and guide students in selecting a suitable color palette that resonates with architectural aesthetics and communicates a sense of identity.
Final requirements	<ul style="list-style-type: none"> • Logo design sketches on A4 paper. • Black and white logo design on A4 paper. • Colored logo design using Canson cardboard - A4 size.

Research keywords: monogram logo design, Architect Logo, Architecture Logo Ideas.