

Possible Speaking/Teaching Segments

with A. Michael Shumate, author of

Logo Theory

How Branding Design Really Works

Michael is happy give keynote addresses but you will get your best value with a half day workshop, however, he will fit his content for different time constraints.

"I take identity design very seriously but I don't take myself too seriously. For instance, my professional speaking website is Grand-Poobah.com. A Grand Poobah is someone who assumes authority where he has none. If I can't convince you with my logic, there's no reason to listen to me."

ESSENTIAL UNDERLYING PRINCIPLES

Professional, Prima Donna or Artsy Fartsy?

- Working in your client's best interests (5 minutes)

Color and Contrast

- Legibility • Poor, minimal & excellent contrast
- Contrast differential • Color contrast
- Busy backgrounds • Vibration (20 minutes)

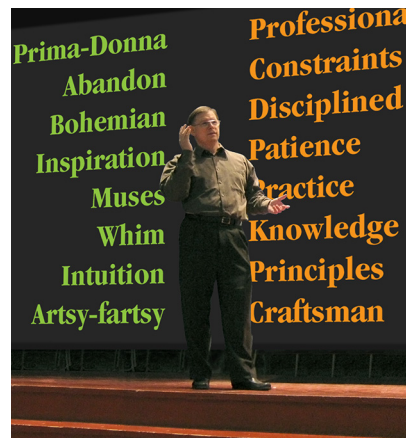
Creativity: Myths and Reality

- Outward appearances • Doing whatever you want
- Waiting for inspiration • Must be new and different
- Solving problems • da Vinci, Mozart and Einstein (15 minutes)

CORPORATE IDENTITY DESIGN BASICS

Purpose of Graphic Design + Ancient Logos

- Communication • Branding through the ages (15 minutes)



Coincide or Contrast

- Typography • Layout (5 minutes)

The Last Century in Corporate Identity Design

- 3M, Bayer, Shell, John Deere, Texaco, Apple (5 minutes)

Great Identity Designers

- Herb Lubalin, Paul Rand, Saul Bass, Walter Landor, Chermayeff & Geismar (10 minutes)

Corporate Identity Components

- Signatures • Wordmarks • Monograms • Logos (10 minutes)

Four Corporate Identity Concepts

- Corporate Activity • Corporate Ideals • Corporate Name • Abstract (15 minutes)

Interviewing Your Client

- Essential questions • Determining ideals (5 minutes)

Self Brainstorming

- Technique • Using left & Right Brains (5 minutes)

CORE PRINCIPLES

Seven Deadly Sins of Logo Design

- Works in Black only • Lack of Mass • Obscure contrast • Wayward parts • Overlapped elements
- Unrefined elements • Thin Lines, Tiny parts (25 minutes)

Ten Visual Techniques for Memorable Logos

- Containment • Planar, Silhouette • Fragmentation
- Unique Coincidence • Linear • Ligatures, Swashes, Flourishes • Negative Shapes • Essence
- System of Shapes • Sculpted Type (30 minutes)

Famous Fails in Recent Logo Redesigns

- AT&T • Continental / United Airlines • Xerox (5 minutes)

TELLTALE REFINEMENTS

Identity Color Design

- Logo/Signature contrast • Reversals • Effective color ranges • Variations • Vinyl (10 minutes)

Identity Typographic Design

- Weight • Kerning • Letterspacing • Caps vs i.c. (10 minutes)

Identity Spatial Design

- Logo & Signature sizes • Internal spacing • Clear space • Corporate activity phrases (10 minutes)

Responsive Logos, Avatars & Favicons

- (10 minutes)

Total Time: 200 minutes (4 50 minute sessions)

For Speaking/Teaching contact:

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