

CREATING FUTURE LOGOS

Some prompts to get you started on your Skillshare class assignment:

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What's your **product / service / company**?

What's your **time period**?

What **areas of life** affect your product?

What areas of life are **affected by your product**?

What's going on in those areas **today**?

What changes are **already underway**?

What things are people **grumbling** about?

Politics?

Climate?

The Economy?

Human or Animal Rights?

Global Trade?

Home?

Business?

Is it used in public or in private?

What status does it convey?

Will any of this change in the future?

How will the **culture** change as a whole?

How will the **environment** change?

How do those changes affect the **form** you'll give your project?

Do you want to put a lot of Future into **the function of an existing product**?

Do you want to put a lot of Future into **the look of an existing product**?

Do you want **both**?

What will the **competing brands** be?

How are they **different** from your product?

Is the competition **more interesting** than the brand you originally picked?

Why not **switch**?

How much will things **really** change in the timespan you picked?

Feel free to **adjust** your time frame as much as necessary until you get to something interesting.

How much **have things changed** in the past 40 years?

Considering how much faster things change all the time, **where was this product 80 years ago**?