**Multimedia Design**

**Brainstorming (Logo)**

**Name of my product or company**

The first step in the design process is brainstorming. Your ultimate goal is to provide your client with an effective logo design. So, it is important to familiarize yourself with as much about your client’s business as possible.

Jot down **ANYTHING** that relates to your client’s business. **ANYTHING AT ALL.** This is not the time to question ideas. This is not the time to design the logo. This is simply the time to fill a page with ideas, notes, words, phrases, etc. There are no bad ideas at this point.

Fill **ALL** of the lines below with words, items, phrases, etc. that relate to your business. If you can’t fill all of the lines then choose a different business.

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