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Challenge #1 (Dec '05): Design and create a logo for the start up business Mosaic Rocks! The business distributes and sells special mosaic tiles to an audience of mosaic craftsmen. This is a niche crowd of people because it only does sell to those who work with mosaics.

Resolution: I created a logo that utilizes the negative space created around the letter and used that space to fill in the various colors that make up a classic mosaic piece. (Earth tones mostly). In this project I gained great experience in working with a client and created dozens of logo type before I came up with the one that fit for all of us.

Can be viewed at www.mosaicrocks.com

Challenge # 2 (Oct. '06 – Jan.'07): The challenge was to create a t-shirt design for an upcoming mosaic conference that not only advertised the “MosaicRocks!” business itself, but also appealed to mosaic enthusiasts to want to wear in general.

Resolution: After trying several approaches of tile design to backdrop the logo, I finally came upon one that was able to create an interesting shape and feel to the t-shirt.

MOSAIC ROCKS!



www.mosaicrocks.com



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