

Name _____

Period _____

Assignment: Personal Logo Design

Seventh and Eighth Grade

General Information:

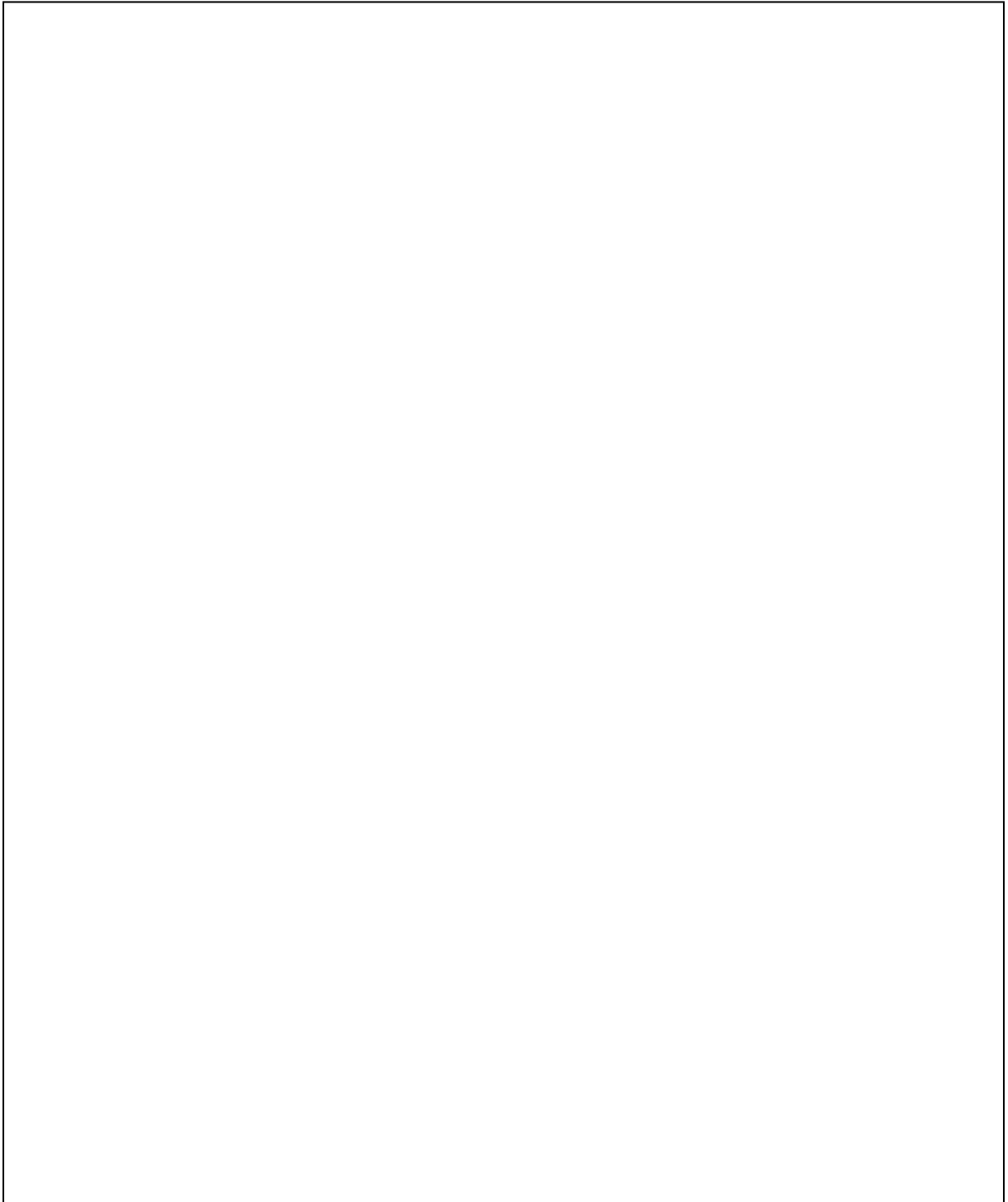
What is graphic design? We will discuss design and some of its properties in class and will spend some time talking about logos and symbols. Because there is a lot to be learned from research, we will spend a couple days searching for and collecting logos from magazines. We will be using these logos to help us come up with our own ideas. Our job is to create a business, restaurant, non-profit organization, etc. We will need to spend some time thinking about this business in terms of what it sells, how it looks, and how the logo should appear. Finally, we will create a logo for the company and draw one item of the company's that would showcase that logo. Our creativity is most important for this project.

Project criteria:

1. Gather a number of logos from magazine sources and advertisements. Paste the best of the logos onto the spaces on the next page. You should have at least **15-20** examples (and they should be of a fair, legible size)
2. Start comparing the logos and think about what makes them successful or unique. Are they extremely complex, or are the images simplified?
3. After spending some time thinking about your business, fill out the attached form. You will need to decide on some important information about your business before you can create a successful logo. Begin by drawing at least six sketches of your logo. Discuss decisions on your designs with the teacher between sketches to be sure you are on the right track.
4. Check with the teacher for approval on your designs before beginning your final drawing. Your final drawing can have up to two colors added, but no more than two. You will also be required to create a drawing of an item for your business (shopping bag, menu, website design, etc.) that will show your new logo being put to use. Think about how often a company uses their logo to establish brand or company recognition. This is a creative task that requires patience, time, and a lot of thought. Feel free to use extra paper for your sketches and good luck!

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Collected Logos:



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Sketches:

