Logo Assignment

Objective: Create a Logo Designs. The logo you will design will be for your Production Team to identify your group to the school community.

Definition - A Logo is a combination of art and type. Its purpose is to give identity to a business, organization, or individual.

Directions: Create different and unique logos. Letters can be combined to make a shape, another letter, or object.

Steps in Illustrator:
- Type your letters and then click on the black selection arrow.
- Pull down the type menu and go to create outlines
- Edit and manipulate the anchor points and direction points to create various logos.
- Try to make at least one of your logos look like an object.
- Remember that Logos should look good in both color and black and white.

Grading:
Your logo is worth 100 marks. Use the following criteria and the Rubric to determine how you will be evaluated.

- Commitment – was time spent designing logos, or were they just "churned out?"
- Presentation – are logos presented in a neat and organized way that would appeal to a client? Do the logos look finished
- Originality – are your ideas your own. If you copied your idea, did you change it enough to make it your own work?
- Skill – do your designs show that you used the software to it's full potential, or could you have done the same work with a crayon and brown paper bag?
- Viewer impact – is it attractive, interesting, informative? Do I want to look at it? Is it visually pleasing, or intentionally disturbing? Does it "work?"

More samples...

http://www.district87.org/staff/cowderyk/class_site/logos/index.htm

EVALUATION RUBRIC BELOW...
## Logo Assignment

### RUBRIC

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERSTANDING</td>
<td>Some text may be missing. Text has not been modified significantly. Text is hard to read or lacks interest</td>
<td>Necessary text is included. Text manipulation in evident. Text is clear but may be difficult to read.</td>
<td>Necessary text is included. Text is manipulated in a creative, effective manner. Text is easy to read and clear.</td>
<td>Necessary text is included. Text manipulation in evident. Text is easy to read and clear.</td>
</tr>
<tr>
<td>APPLICATION</td>
<td>Student uses color but doesn't demonstrate understanding of its importance.</td>
<td>Colour use may be creative, but it may detract from the overall quality of the logo rather than add to it.</td>
<td>Colour use is creative. Student demonstrates understanding of the importance of colour, colour choice, and contrast.</td>
<td>Colour use is creative and effective. Contrast and color choice improves overall interest of logo. Student clearly understands the importance of colour in creating an attractive logo.</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>Identified no Principles or elements used in design.</td>
<td>Identified at least 1 Principle and 1 element used in their design.</td>
<td>Identified at least 2 Principles and 2 elements used in their design.</td>
<td>Have identified and explained multiple Principles and Elements used in their design.</td>
</tr>
</tbody>
</table>

NAME: ________________