

# Logo Assignment

**Objective:** Create a Logo Designs. The logo you will design will be for the 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](http://www.district87.org/staff/cowderyk/class_site/logos/index.htm)



EVALUATION RUBRIC BELOW...



NAME: \_\_\_\_\_

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

NAME: \_\_\_\_\_