

Self-Promotional Unit JOURNAL

Student Name:

Period:

Journal Grading:

Logo____/25

Stationery____/25

Self-Promotion (leave behind)____/50

Logo Research

Objective: Given your self-promotional unit journal and directions, find examples of logos. Remember each type of logo must be found.

Directions: Use the internet, magazines or news papers to find 3 of each type of logos listed below. For each logo, answer the questions listed.

Logo Questions:

1. Why did you choose the logo?
2. Is the logo effective? Why or Why not?
3. What is appealing about the logo?
4. What message does the logo convey?
5. Why did you place it in this category?

Logo Type:



1.

2.

3.

4.

5.



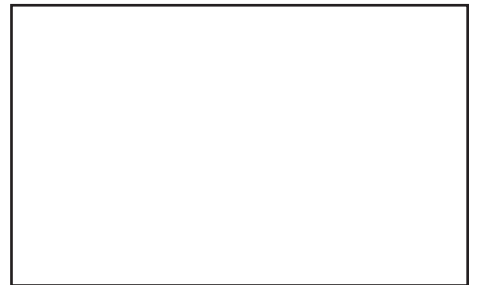
1.

2.

3.

4.

5.



1.

2.

3.

4.

5.

Logo Research

Initials:

1.
2.
3.
4.
5.

1.
2.
3.
4.
5.

1.
2.
3.
4.
5.

Logo Research

Pictorial Visual:



- 1.
- 2.
- 3.
- 4.
- 5.



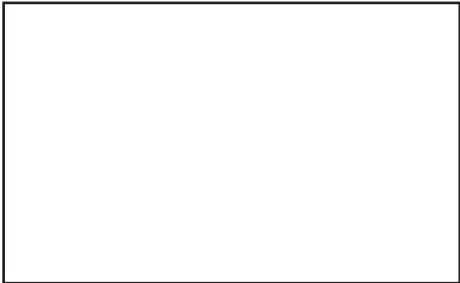
- 1.
- 2.
- 3.
- 4.
- 5.



- 1.
- 2.
- 3.
- 4.
- 5.

Logo Research

Abstract Visual:



- 1.
- 2.
- 3.
- 4.
- 5.



- 1.
- 2.
- 3.
- 4.
- 5.



- 1.
- 2.
- 3.
- 4.
- 5.

Logo Research

Combination:



1.

2.

3.

4.

5.



1.

2.

3.

4.

5.



1.

2.

3.

4.

5.

Logo Design: What do you think?

Directions: Write your thoughts on your own logo design. Think about the questions you answered for the logos you found. Apply them to your own design. Journal your thoughts below.

Stationery Research

Objective: Given your self-promotional unit journal and directions, find 3 examples of stationery. Remember to write your review for each design.

Directions: Use the internet or books supplied to you and find three (3) sets of stationery. Answer the questions below.

Questions:

1. Why did you choose the stationery?
2. Is the design effective? Why or Why not?
3. What is appealing about the design?
4. What message dose the logo convey?

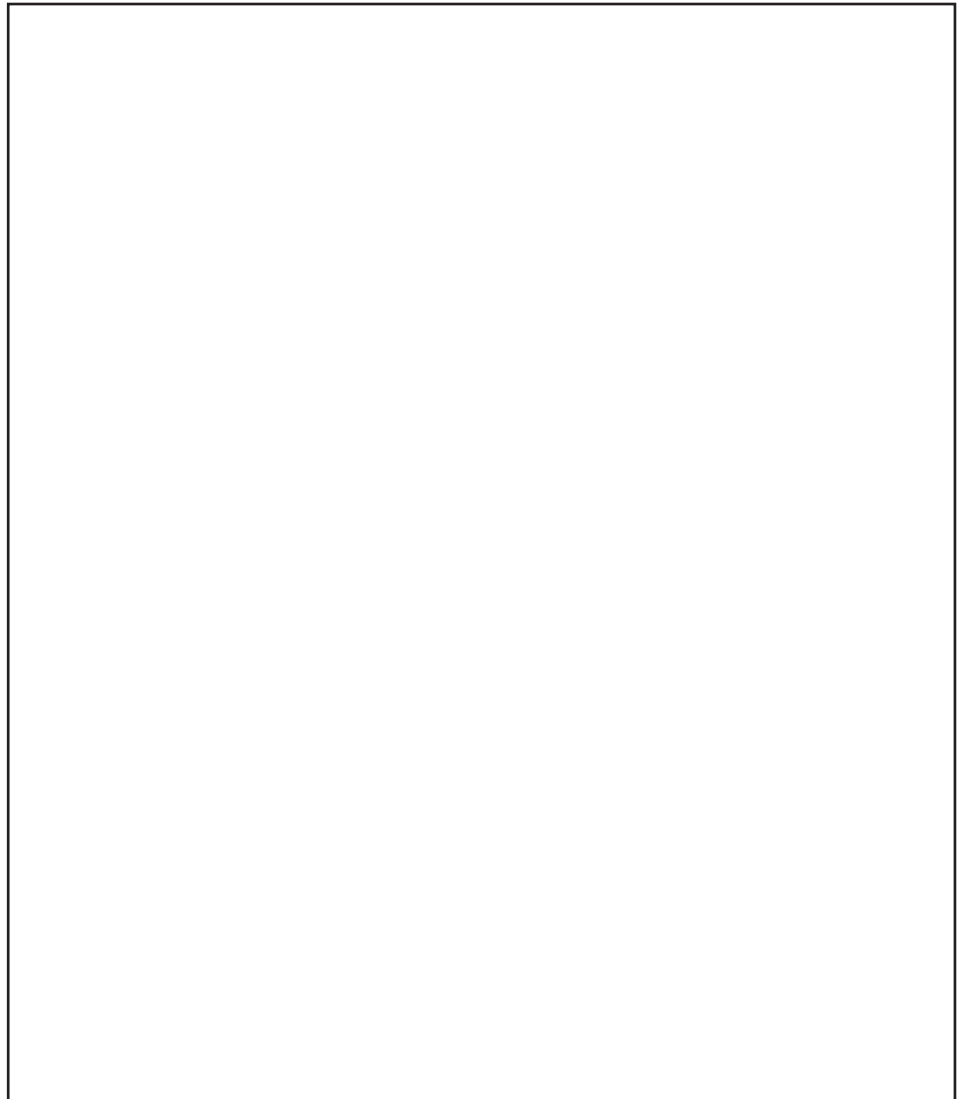
Stationery 1:

1.

2.

3.

4.



Stationery Research

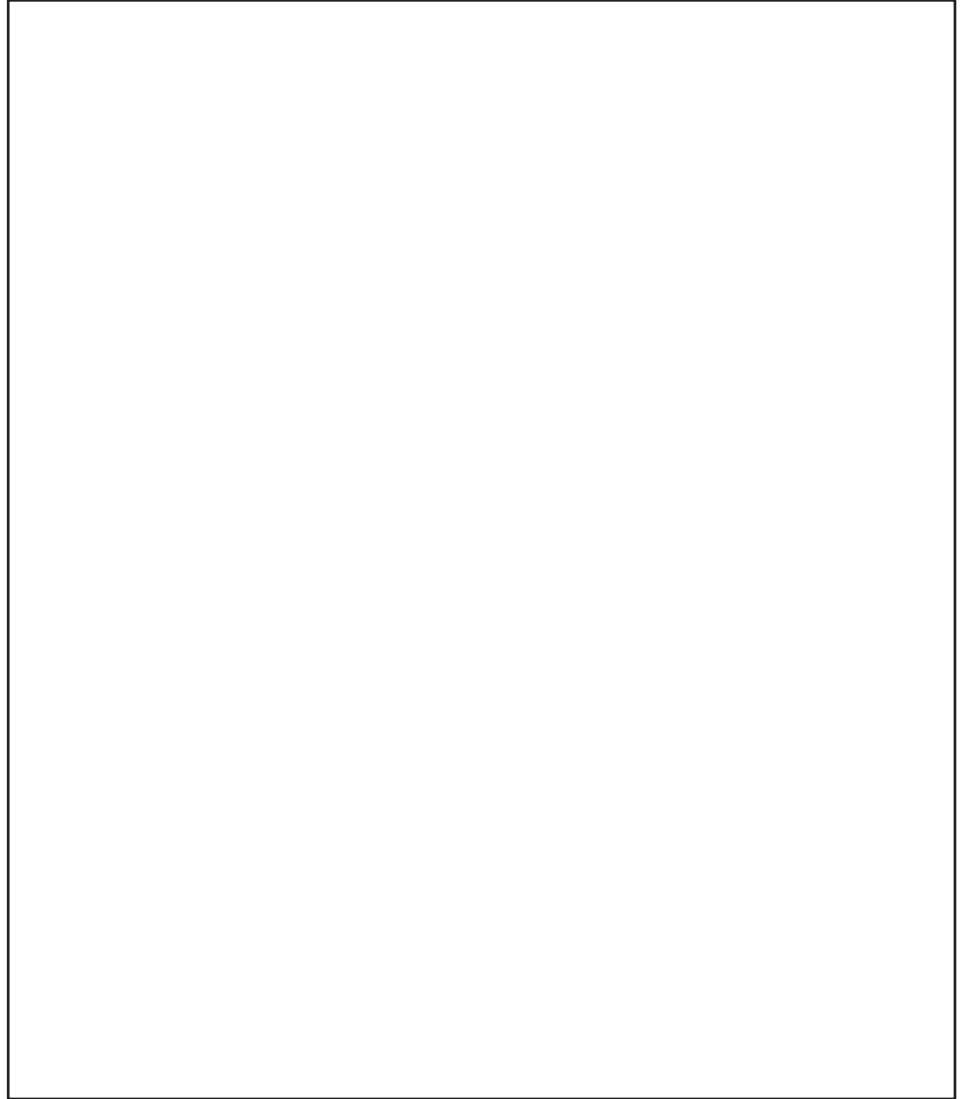
Stationery 2:

1.

2.

3.

4.



Stationery Research

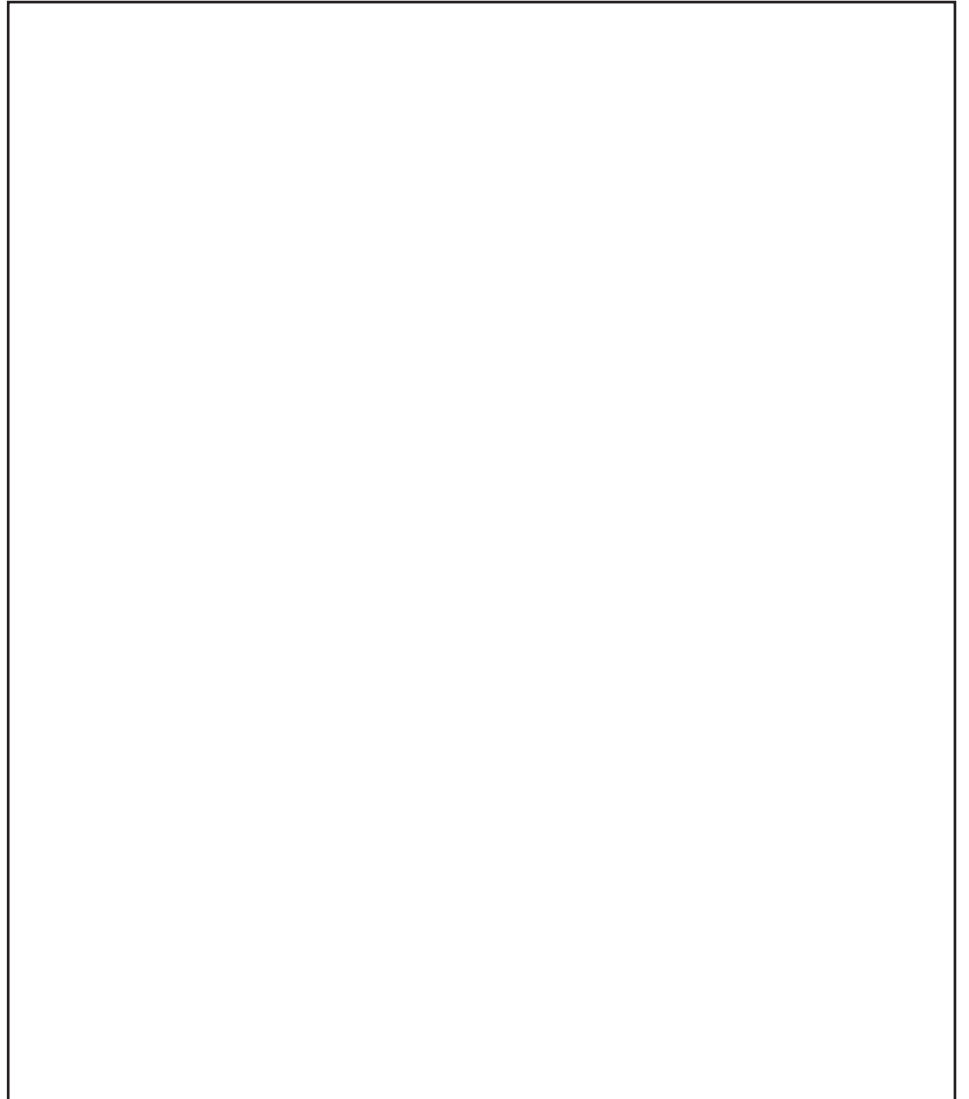
Stationery 3:

1.

2.

3.

4.



Stationery Design: What do you think?

Directions: Write your thoughts on your own stationery design. Think about the questions you answered for the logos you found. Apply them to your own design. Journal your thoughts below.

Self-Promo (Leave Behinds) Research

Objective: Given your self-promotional unit journal and directions, find 5 examples of self-promos (leave behinds). Remember to answer each of the questions.

Directions: Use the internet, magazines or news papers to find 3 of each type of logos listed below. For each logo, answer the questions listed.

Logo Questions:

1. Why did you choose the promo?
2. Is the design effective? Why or Why not?
3. What is appealing about the design?
4. What message does the design convey?
5. What makes it unusual?

Promo 1:

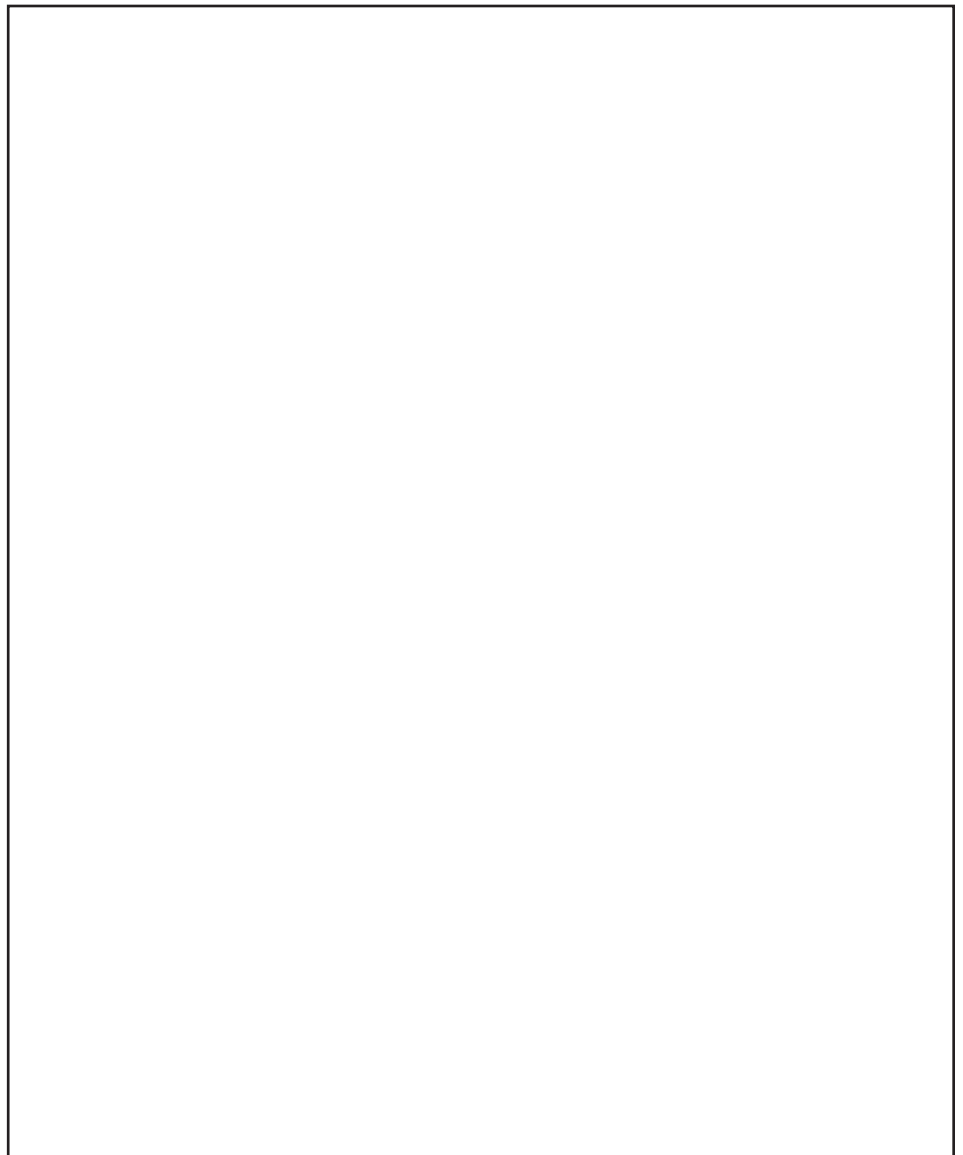
1.

2.

3.

4.

5.



Self-Promo (Leave Behinds) Research

Promo 2:

1.

2.

3.

4.

5.

Self-Promo (Leave Behinds) Research

Promo 3:

1.

2.

3.

4.

5.

Self-Promo (Leave Behinds) Research

Promo 4:

1.

2.

3.

4.

5.

Self-Promo (Leave Behinds) Research

Promo 5:

1.

2.

3.

4.

5.

Self-Promo (Leave Behinds): What do you think?

Directions: Write your thoughts on your own self-promotion/leave behind design. Think about the questions you answered for the logos you found. Apply them to your own design. Journal your thoughts below.