Advanced Graphic Communications:
Business Name & Logo Design

Objective: Given a computer loaded with the appropriate programs, design a logo for your graphic design business, (remember all names must be approved by the teacher). Score a 70% or higher on the completed project.

Project Brief: You are a freelance designer. You need to create a logo for your business. Your logo will be used on all of your printed materials. Its your job to come up with a catchy name and logo. The sample logo is the logo I used when I was freelancing. It encompasses the idea that my company can handle all creative needs. These needs could be anything from desktop publishing, photography, and web design.

Project Guidelines:

1. Draw 9 thumbnails
2. Use the ideas found on you logo search sheets (located in your self-promo journal).
3. Do NOT use clipart from the internet.
4. Design your logo in the appropriate design software.

Project Score Card:

Used Sound principles of design....................40

Creativity (name, art, type, etc.) 20

Thumbnails 10

Followed all directions.................................15
(got name approval before
designing, used the correct software)

BONUS..15
(logo stood out, completed it on time, etc.)

Total 100