Logo Design - What makes a *GOOD* logo?

Level: Advnaced Graphic Design
Unit: Logo Development

Standard: ACCT-AGD-4: Students will understand the importance of developing a project from concept thru completion. ACCT-AGD-5: Students will explore the process of project production.

EQ: What should be considered when creating a logo? How does the selection of typefaces affect a logo?

Objective: Evaluate collected logos based on the "look" of the logo

Directions: Follow the steps below

Assignment #1:

1. Using old magazines or products you have at home, collect 50 examples of logos.
2. Look thru the 50 collected logos and divide logos in to 3 categories based on the impression that the logo gives you.
   » Corporate
   » High Tech
   » Trendy   *(type faces would not appeal to all groups)*
3. Label 3 sheets with the above categories.
4. In each category, subcategorize each in to like and dislike.
5. Placing tape on the back of the logos so as not to damage logos if they need to be moved around, tape the logos in the space as you determine.
6. On separate sheet of paper, discuss your thoughts behind your placements. See "Look Around" from the logo handout for more guidance.

Assignment #2 (Alphabet Game):

1. Find logos from the products in your homes, take pictures, or tear them off and scan them in.
2. Create your own alphabet using only one letter of the product's logo.
3. Create an answer key. Prepare a separate sheet with the names of the products to turn into the instructor.