Logo Design

Beginning graphic designers often have to design a logo for themselves or are asked to create one for a customer. The purpose of this projects is to use knowledge from class and tools in Adobe Illustrator to create an original logo.

Standards:
ACCT-GOP-8. Students will prepare files for production.
CTAE-FS-3 Communications: Learners use various communication skills in expressing and interpreting information.
CTAE-FS-4 Problem Solving and Critical Thinking: Learners define and solve problems, and use problem-solving and improvement methods and tools.

Essential Questions:
Why is essential company information important when creating a thumbnail sketch for a potential client?
Which illustrator tools are most effective for producing a company logo? Why did you select these tools?
How are pantone colors used in designing logos?
How would the target audience affect the overall design of the layout?

Designing your Logo:
1. Research Your Logo - Determine the type of logo you want to create (it can be an existing organization or one you invent.)

> Fill in the following information for your logo:
> Company Name _____
> Type of Company _____
> Product or Service Provided _____
> Target Audience _____
> Emotions/Adjectives Associated with your Company: _____
> _____

2. Thumbnail Sketches - Using the information above, create six thumbnail sketches of possible logo designs
    for your company. You may either draw your thumbnails in pencil or create them in Illustrator.
    Remember, the focus is to get the design concepts down on paper-don't worry about details at this point.
    - Choose 2 colors (use PMS colors ONLY).
    - Once you have completed your thumbnails, select the one you would like to use for your final design.
      Have your instructor approve your final design and initial on your rubric. Then begin working on your
      final logo in Illustrator.

3. Digital Logo - Create logo in Illustrator
    - Open a new document in Adobe Illustrator: 8" x 8", orientation n/a, CMYK
    - Name the file "LastName_Logo" and save in your "documents" folder under your name on the server.
    - Use appropriate tools in Illustrator to design your logo.
    - When applying color, you must use PMS colors from the Pantone Solid Uncoated Swatch Library.
      You may also use black.

5. When complete: a.) print your final design on the color printer
                      b.) complete student portion of rubric
                      c.) attach your 6 thumbnails and your final logo design
                      d.) turn in your work

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Graphics & Design
Logo Project

Student Name: _____ Period: _____ DUE DATE: _____

Directions: Once you have completed the logo project, take a minute to look back over each category in the scoring rubric below. The rubric is designed so that you are able to self-assess your work based on scoring criteria and to give you the opportunity to make alterations to your design for the best score possible before submitting project to your instructor.

When you feel your design is complete, write the number of points you think you earned in each category in the collumn labeled "Student". Then attach this sheet to the front of you design and turn the entire packet in for grading.

Scoring Rubric	1 - Needs Improvement	2 - Average	3 - Satisfactory	4 - Excellent	Student	Instructor
Document Setup	File not saved in designated location on server. Teacher could not locate file.	File saved in designated location on server but file name *and* document setup are not correct.	File saved in designated location on server but file name *or* document setup are incorrect.	File saved in designated location on server, file name and document setup correct.		
Prep	Student did not complete company information. Six thumbnails sketches were not drawn or not approved by instructor before composite on computer.	Six thumbnails were creative but student did not get approved by instructor before composite *and* did not continue with chosen thumbnail design.	Six thumbnails were creative but student did not get approved by instructor before composite *or* did not continue with chosen thumbnail design.	Student completed all company information. Six thumbnails were creative and approved by instructor before composite on computer. One thumbnail selected.		
Use of Illustrator-Tools	Student demonstrates minimal knowledge of tools. Student used tools inappropriately.	Student demonstrates adequate knowledge of tools tool but could use additional practice.	Student demonstrates working knowledge of tools but could use additional practice.	Student demonstrates full knowledge of the approved tools.		
Logo Design	Artwork does not display skill or effort with multiple mistakes or stray marks.	Logo could use some additionalwork. Student incorporated features instructed to avoid in logo design. Artwork demonstrates student effort with only 3-4 visible mistakes.	Logo is satisfactory. Student used characteristics of good logo design. Artwork demonstrates student skill with only 1-2 minor visible mistakes.	Logo is extremly creative and unique. Maximum skill and quality demonstrated with no visible mistakes.		
General Assignment Requirements	Student did not follow directions and did not turn in assignment on time or in correct format	Student followed directions, was on task and managed time wisely, but did not turned in assignment on time *and* in correct format	Student followed directions, was on task and managed time wisely, but did not turned in assignment on time *or* in correct format	Student followed directions, was on task and managed time wisely, turned in assignment on time and in correct format		

Comments:

TOTAL