

# Logo Design

Big Idea: The problem is that our team does not have a recognizable logo that people associate with our program. You have been asked to create an “installation” (like a sculpture that could hang on the wall) that represents the team

Essential Question: How do we represent our teaching team with a logo?

Constraints:

The only materials you may use are environmentally friendly and/or recycled materials. You may not purchase any materials for the purpose of this installation. A materials list must be on display at the time of judging.

Must fit the **3 foot x 4 foot x 6 inch** space restriction (landscape orientation). This is a maximum size; it may be as small as you or your team sees fit to make it.

Deliverables: You will create an installation that meets the criteria:

STANDARDS OF SUCCESS: A good installation will:

- Merge well with the name of our program
- Deliver our program’s personality
- Has a balanced image
- Conveys the type of business (an educational program) and what we want to promote
- Sends out a clear message
- Is accompanied by a strong tagline
- Successfully works in black and white (for successful transfer to paper)
- Avoids clutter through a simple, clean design
- Is memorable

Your final project will be judged by a panel of adults with first-hand knowledge of the team (i.e., your teachers).



## Suggested Timeline

<p><b>Day 1</b> What makes a good logo?</p> <p><i>Ask</i></p>	<p><b>Day 2</b> Brainstorming ideas for logos</p> <p><i>Imagine</i></p>	<p><b>Day 3</b> Brainstorming ideas for logos</p> <p><i>Imagine</i></p>	<p><b>Day 4</b> What does recycled artwork look like?</p> <p><i>Ask</i></p>	<p><b>Day 5</b> Draw a design of your logo</p> <p><i>Plan</i></p>
<p><b>Day 6</b> Discuss improvements that can be made to the design</p> <p><i>Improve</i></p>	<p><b>Day 7</b> Draw a final design of your logo</p> <p><i>Plan</i></p>	<p><b>Day 8</b> Make a list of materials needed to create your logo and who is bringing what</p> <p><i>Plan</i></p>	<p><b>Day 9</b> Create logo</p> <p><i>Create</i></p>	<p><b>Day 10</b> Create logo</p> <p><i>Create</i></p>
<p><b>Day 11</b> Create logo</p> <p><i>Create</i></p>	<p><b>Day 12</b> Create logo</p> <p><i>Create</i></p>	<p><b>Day 13</b> Work on your presentation</p> <p><i>Create</i></p>	<p><b>Day 14</b> Practice presentation</p> <p><i>Improve</i></p>	<p><b>Day 15</b> Presentation to the panel</p>

## Lesson 1 – What makes a good logo?

Complete the worksheet where you identify the company that these logos go with:

Prompt: What makes these logos stand out?

Possible answers:

- Symbol is the name of the company (Apple, Target)
- Initial is the name of the company (McDonalds, Facebook, Play Station)
- Has something to do with the function of the company (YouTube, Twitter)
- Symbol has become synonymous with the company (Nike, Starbucks)

Now let us look at some original logos as compared to what we know them as:

Prompt: How do you think they improved?

Possible answers:

- Amazon's first one doesn't really tell you much about what the company does. The second has the arrow showing they have everything from A to Z
- The first logo for shell is indeed a shell but it is not very eye catching. The second one would be seen by people driving by the gas station much easier given its bright yellow color
- AT&T is just an updated version. The original logo was probably very appropriate when phones first were in use and bells were actually used. In the 21<sup>st</sup> century though no one really worries about long distance anymore and the new logo shows a globe, showing how the company would have a global reach

Things you need to think about your logo:

- what your logo is going to look like
- how will it attract people
- does it represent what the team stands for

- can it easily be used on letterheads and emails
- will people identify with the logo



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FIRST

CURRENT



at&t

FIRST

CURRENT

## Lesson 2 – What does recycled artwork look like?

When creating the installation piece for your logo, you will need to figure out what materials you want to work with.

There is a PowerPoint on SlideShare you can use with students to show them how recycled materials can be used as art:

<https://www.slideshare.net/escuadrappincel/recycled-art-powerpoint>

Your group will need to decide how you are going to make the installation art and what materials you are going to need. Then group members are responsible for bringing in the various materials.

## Forming a Group

When forming a group there are three primary roles:

Project manager: responsible for keeping the group on task and making sure that everyone is doing their part. Also responsible for making sure deadlines are met.

Resource manager: responsible for getting the materials need to create the installation as well as creating the materials card for the display

Quality control: responsible for comparing the rubric consistently throughout the project and determining what needs to be improved



### Activity 1 – Draw a design

Group will need to draw a design for what they believe their logo will look like and what it will be made out of.

# Hints on Creating Logo Design



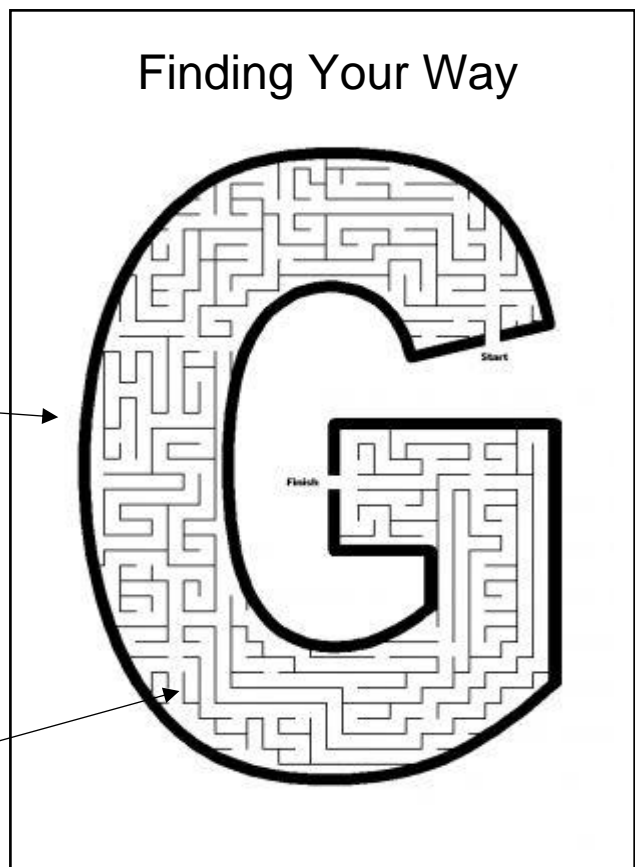
- Use graph paper if you can or design it on a computer
- Use proper drawing tools (i.e. ruler, compass of circles)
- Use a pencil for the initial drawing and then go over with pen
- Can show more than one angle if that helps
- Include dimensions for the installation piece (i.e. how many inches/feet)
- Label the different parts of the design, writing clearly in print
- Make sure the design is colorful and will catch the eye
- Want to be sure the design represents what you want people to think about the team
- Make the design recognizable enough for others to tell what it is

Example design for logo

Pipe cleaners for border

Piece of drywall 2 x 3 as base

Colored dental floss to form lines of maze



## Activity 2 – Prepare a presentation

The group will need to present their installation to the panel. The constraints of the presentation are:

- Needs to be between 3 to 5 minutes
- All group members must speak
- Should include the design and the model
- Must have a rationale for why this represents the team
- Need to have a display that indicates what materials were used in its creation

## Logo Design Project

<b>Overall</b>	<b>Logo</b>	<b>Presentation</b>
<b>Excellent</b>	<ul style="list-style-type: none"> <li>• Logo is made 100% of recyclable materials, and the combination of materials is unique or creative in some way.</li> <li>• Logo clearly captures the essence of the teaching team, bringing many dimensions to what the team has to offer.</li> <li>• Logo is a size that best represents its details and can be easily seen from a distance.</li> </ul>	<ul style="list-style-type: none"> <li>• Speakers present clearly consistently throughout, do not read to audience</li> <li>• Presentation is organized in a professional manner, making it easy to follow what is being discussed at any given time.</li> <li>• Presentation falls within the 3-5 minute range and is able to get all of the important points within this time.</li> </ul>
<b>Good</b>	<ul style="list-style-type: none"> <li>• Either the logo is made 100% of recyclable materials or the combination of materials is unique or creative in some way, but not both.</li> <li>• Logo captures the basic message of the teaching team, but only offering that single dimension.</li> <li>• Logo is a good size that shows its details but may not be easily seen from a distance.</li> </ul>	<ul style="list-style-type: none"> <li>• Speakers present clearly most times, reads to audience only occasionally.</li> <li>• Presentation is organized, making it easy to follow what is being discussed, but not as professional as could be.</li> <li>• Presentation falls within the 3-5 minute range but is not able to get all of the important points within this time.</li> </ul>
<b>Needs Improvement</b>	<ul style="list-style-type: none"> <li>• Logo is not made from 100% recyclable materials, and relies on one material for almost all of its construction.</li> <li>• Logo does not capture the essence of the teaching team, or the message is very unclear.</li> <li>• Logo is either too big or too small, diminishing the effect of it.</li> </ul>	<ul style="list-style-type: none"> <li>• Speakers do not present clearly, often reading to the audience.</li> <li>• Presentation is not organized, making it difficult to follow what is being discussed at any given time.</li> <li>• Presentation does not fall within the 3-5 minute range.</li> </ul>