THE EDUCATION FUND

FOR EXCELLENCE IN MIAMI-DADE PUBLIC SCHOOLS

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Ideas with IMPACT

Idea Packet Sponsored by:

MIAMI-DADE COUNTY

MBF Miami Bayside Foundation

My LOGO

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What is a logo?

A logo is an identifying symbol.
(as seen in media formats such as print, television, business cards, etc.)

Logos represent the identity of an organization, product, brand, or idea

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GOLDEN RULES OF LOGO DESIGN

A logo should clearly represent an organization's identity.

- Keep it simple, keep it simple, keep it simple
- Logos should be effective at a large and small scale
- Logos should be effective in color and black & white

Keep it Simple

The evolution of the Apple logo.
Sometimes less information is more powerful.

Good logos should be effective at a large and small scale

Which set of logos is the most effective at both scales?

A logo should be effective in color or black & white

LOGOS CAN BE...

- Descriptive
- Symbolic

Descriptive

What do you think this organization specializes in? Why?

Descriptive

The Center for Architecture is an organization devoted to the public education and the research of architecture. The key is a symbol for access and the skyline represents architecture.

Center for Architecture
AIA New York Chapter and Center for Architecture Foundation

Descriptive

How do these designs describe the brands they represents?

Symbolic

Why do you think Apple chose this logo?

Symbolic

Although this logo does not literally represent computers or technology, the apple is a symbol of knowledge. The "byte" taken out of the apple could symbolize you taking a bite out of knowledge.

FONTS + COLOR

Fonts and color can represent or describe and idea.

Fonts can be descriptive

What do these fonts say about these brands?

THE HISTORY CHANNEL

Color can be descriptive

Red and yellow produce the most stimulating color combination, creating a sense of urgency and hunger. Brown literally represents the historic color of packing paper as well as the sense of being solid and reliable.

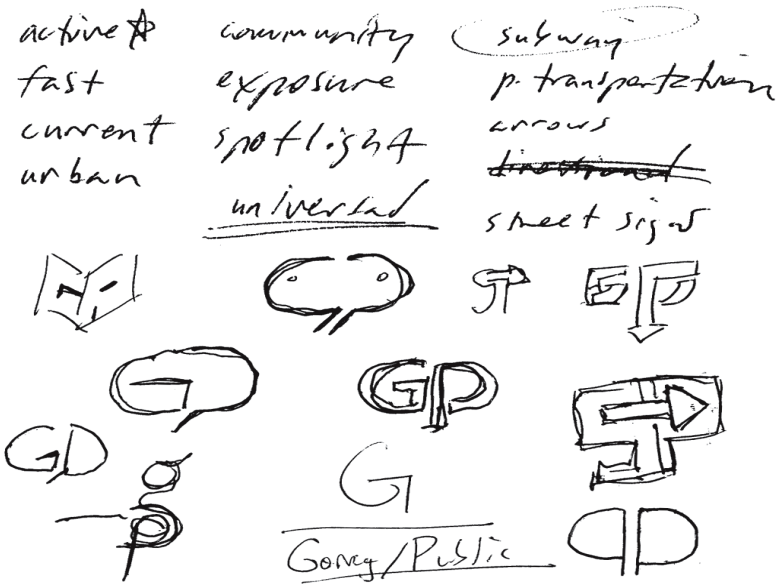
LOGO DESIGN PROCESS

Logo design can be divided into a few simple steps.

- Research and brainstorm
- Think about fonts
- Turn your ideas into forms and identify color
- Finalize design

Research + Brainstorm

- *Analyze and define what you are trying to represent*
- *Think, write, and sketch*
- *Develop a list of attributes and characteristics that best represent your goals*
- *Every thought and idea is relevant in this stage*



Font

- *Type the name of your company, product, or organization in several different fonts. The personality and attitude change with each font.*

- *Experiment with serif, sans serif, and novelty typefaces. Think of the type as an image.*

- *Choose a few directions that seem appropriate, and start combining type with icons or symbols.*

- *Try typing in uppercase and lowercase. Capital letters can make a mark look more serious or formal, while lowercase letters often feel more casual and relaxed.*

Forms + Color

- *Try starting with icons and symbols that are recognizable, but add a personal twist for your company, logo, or group.*

- *Combine letterforms with graphic and color elements to create a unique logotype.*

- *There are many viable solutions when designing a logo. Don't be afraid to try several different directions.*

Finalize Design

Think about how your logo will be used and create a simple logo to avoid potential problems as your logo goes public.

Primary logo

Does the logo work well in different colors?

Is the logo legible at small sizes?

Finalize Design

From T-shirts and websites to buildings and vans, logo applications are endless.

MyLOGO Project

Summary:The students will be challenged to create a logo for themselves based on their own initials. With the need in the future to have their own website, a personal logo will help with identity and branding of themselves.

Logos communicate through color, shape and other design elements. This project uses all of these elements but for the identity of each individual taking part in this project. Each logo created will be unique and will be a form of self expression.

Descritiopm: Learn the fundamental differences between fine art and design
Understand the basic design process and objectives of logo design
Translate verbal ideas into visual images
Develop and refine logo designs
Learn how to articulate their design solution

Studnet Activities: Students will begin with thumbnail sketches using pen and paper and progress through to digital representation for the final product. Adobe photoshop or Microsoft Publisher program can be used for final digital form.

What need does this project fill? This project fills the need of teaching the importance of colors, tones and fonts. The students final logo creation can represent their own brand to be printed on letterheads, business cards, resumes and websites.

Timeline: Initial logo project will begin and be followed by this logo being placed on a plethora of different products(shirts, hats, bags, letterhead, business cards).

Evaluation: Students will be assessed for their involvement in the entire project by following each step of the creative process. They will also be assessed by how they helped their fellow classmates by participating in critiques and providing thoughtful feedback.

Materials
• Microsoft Publisher or Adobe Phtoshoshop Software
• Sketch paper
• Final paper
• Colored pencils
• Markers

Procedures

Day 1

• Introduce the project with presentation.
• Show multiple logos and ask students what they are.
• Discussion of how a person knows what a logo represents.
• How does a logo represent a company or person?
• Studio time to brainstorm ideas and sketch.

Day 2

• Review.
• Continue sketching, evaluate sketches,

Day 3

• Use peer review sheet to conduct two peer reviews of logos. Choose best two and create second drafts. (keep all versions of all sketches)
• Group critique for student who finish early.

Day 4

• Begin final draft on 11x11 paper.
• Typography will be available to trace.
• Start with pencil, then move on to sharpie and colored pencils.

Day 5

• Finish adding color if necessary. Mount to black paper along with examples of beginning and middle sketches of the design process.
• Write artist statement about choices made during the design process.

Florida State Standards

Visual Arts:

VA.68.F.1.2 Use creative risk-taking strategies learned from artists' works to incorporate artistic solutions in the creation of new personal artworks.

VA.68.C.1.1 Apply a range of interests and contextual connections to influence the artmaking and self-reflection processes.

VA.68.C.3.3 Use analytical skills to understand meaning and explain connections with other contexts.

V.68.H.1.4 Explain the significance of personal artwork, noting the connections between the creative process, the artist, and the artist's own history.

VA.68.F.1.2 Use creative risk-taking strategies learned from artists' works to incorporate artistic solutions in the creation of new personal artworks.

VA.68.F.2.5 Create an artist statement to reflect on personal artwork for a portfolio or exhibition.

CTE:

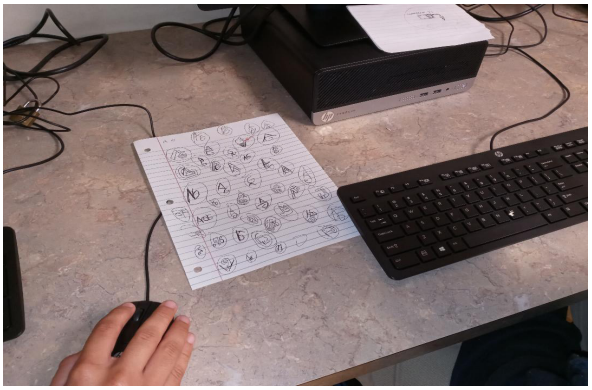
08.02 Use career resources to develop an information base that reflects local and global business-related occupations and opportunities for continuing education and workplace experience.

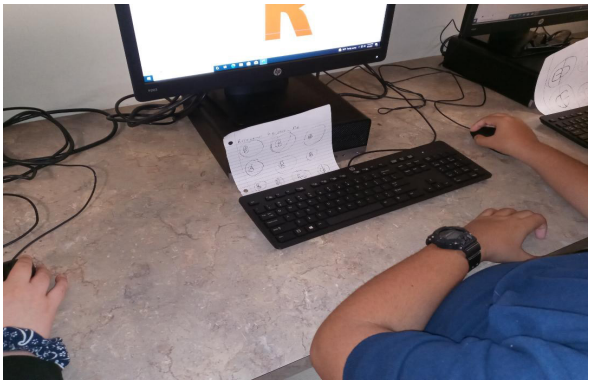
08.04 Design, initiate, refine and implement a plan to facilitate growth and skill development related to anticipated job requirements and career expectations.

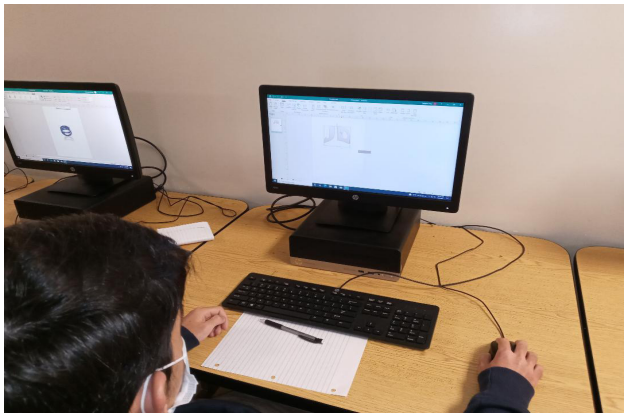
08.06 Demonstrate an awareness of the potential impact of local and global trends on career plans and life goals.

SC.68.CS-CS.1.3 – Design, develop, and publish a collaborative digital product using a variety of digital tools and media-rich resources that demonstrate and communicate concepts to inform, persuade, and/or entertain.

Student Work







Logo Design Rubric

Name: _____

Computer #: _____

Period: _____

CATEGORY	17-14	13-7	6-0	Score
Thumbnails/Rough Sketch	Thumbnails and rough sketch are complete and show thorough evidence of planning.	Thumbnails and rough sketch are partially complete and show some evidence of planning.	Thumbnails and rough sketch are only minimally complete or missing altogether.	
Logo Design/ Level of Difficulty	Logo is accurately reproduced using computer software. Student is attentive to detail and level of difficulty is high.	Majority of logo is reproduced using software. Some detail is shown. Level of difficulty is medium.	Logo is partially reproduced or not reproduced at all. Very little detail is shown and level of difficulty is low.	
Overall Quality of Memo Pad Layout	Memo pad layout is of high quality and is visually striking. At least one extra element is included. Images have been lightened, if necessary.	Memo pad layout is of OK quality. At least one extra element is included. Darkest images have been lightened, but not all images.	Memo pad layout is of fair to poor quality. No extra elements are included. Dark images are not lightened.	
Creativity / Originality	Student used a high level of creativity / originality.	Student used some creativity or originality.	Student used little to zero creativity or originality.	

Appropriate Use of Time 0 ----------3.5 ----------7

TEACHER USE ONLY!

TOTAL GRADE:

_____ / 75