

Logo/Identity Design

This project focuses on creating an effective logo. An effective logo is:

Simple –Uses the least amount of information to get the point across; no extra “stuff”

Memorable –simply put, you remember it long after you saw it

Timeless –does not look dated; stands the test of time

Versatile –Reads well in different sizes and both black and white and color

Appropriate –The overall look of the logo works for the intended audience

The subject matter of the logo is up to you. It can be a made up company from your imagination, a logo for a family or friend’s company, or perhaps a reimagined/reworked logo that already exists...for every exceptional logo there are dozens of logos that are terrible!

1. Create 10 different sketches of logos that are completely different from each other.
2. Next you will get three different opinions from classmates. They will pick their top 3 choices. (It is important to gather feedback from others and for you to get inspiration and new ideas from other classmates work as well.)
3. Take your top three sketches and clean them up, making them look more polished and presentable. These should look much more carefully drawn than your sketches.
4. You will scan in your final three cleaned up drawings, labeling your file: Lastname_IDLogo. We will then look at your designs on the projector and give you a direction to go in.
5. Your final step for your logo is to make it digital with the program of your choice.

You will be assessed on:

CRAFTSMANSHIP: How carefully you have drawn your 10 sketches, three finals and digital design.

PROBLEM SOLVING/CREATIVITY: How well do you solve the problem of creating an interesting logo that fits with the name of the company? Does your design seem to gel with the name or does the solution seem strange and out of place? For example, don’t use a playful or childlike font for a law firm, and don’t use a serious looking font for a toy store.

CRITIQUE: Your written and verbal contributions to the class discussion.

And most importantly

EFFORT: Your focus, time on task and willingness to rework an idea

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