

Logo Design

Objectives for Student Activities:

- Understand the purpose of logos and how they are used in advertising.
- Work in groups to develop and present in a graphic manner a design, which depicts a logo.
- Test the thickness of the finished product using calipers.

Resources

This activity will connect graphic design to the real world experiences by allowing students to demonstrate their ability to communicate design and layout skills from a logo. Many industries are searching for prospective employees that possess talents associated with graphic design. Any Internet web site includes many logos. You can also use the Internet to find a company or software to help you create a logo for your company or organization.

Websites:

- <http://www.logos.com/>
- <http://www.symbols.com/>
- <http://www.etcnmore.com/>
- <http://www.logomotive.net/>
- <http://www.adgraphics.com/>
- <http://www.peavey.com/>
- <http://www.logocs.com.au/contact.cfm>

Materials¹

- Magic markers
- Crayons
- Construction paper
- Typing paper
- Paste or glue
- Foil
- Scrap metal, plastic, or metal
- Measuring tape
- Calipers
- Paint (water based)
- Plastic or thick paper for stencils
- Exacto knife

¹No glass may be used.

Instructional concepts

As an introduction the teacher will lead in a brainstorming activity about logos.

- What is a logo?
- Why are logos important in advertising?
- How are logos designed?
- Why is it important for a company to put their logo on their products?
- How are logos registered and protected?
- What aspects of graphic design and art are important in designing a logo?
- Discuss the assembly line process and why accurate measurements must be assured so that all parts fit together in the finished product.

Project Development:

- Students should work in groups of 3 or 4.
- The beginning scenario could be that the group has just developed a new industry and now they need a logo for the industry. The design may not exceed 11 inches by 17 inches. The design must consist of three or less colors.
- Students will measure the thickness of the material they have chosen before applying the logo.
- Students will trace their logo onto the plastic sheet and use a knife to cut it out. Then, they should use a measuring tape to center the logo in the center of the background material.
- They will apply the logo and allow the paint to dry.
- They must then measure the finished product to make sure that the thickness is within the given tolerance set by the teacher at the beginning of the activity.
- If water based paint is used, it can be removed and redone if it is too thick or paint added if it is too thin.
- The logo can be stencil painted.
- The project could then be coated with a clear coat or a sealer as long as it calibrates within the allowed tolerance.



Evaluation

This project may be evaluated in a variety of ways.

There are five components of this project is that necessary for a perfect score

1. Thickness of the paint within tolerance
2. Design of the logo

3. Centering of the logo
4. Neatness
5. Creativity

Rubric:

- 0 = had no logo; did very little
- 1 = had logo; somewhat neat
- 2 = had logo; neatness present with balance, contrast and beauty
- 3 = had logo; accurate measurements and creative

Applications to the Workplace

Logos are important to companies. A logo must be both unique and eye-catching. A good example of this is the new logo for Peavey Electronics. The new logo was designed to present Peavey with a more modern image in the changing world of international commerce. The Greek symbol Delta was incorporated into the new logo. This symbol is used in mathematics and science to represent change.



At Peavey they use the process of silk screening to apply the logo to all their products. This process is expensive and complicated. We will use a stencil to apply the logos in this activity. Other companies and organizations also have very distinct and recognizable logos.



In industry it is very important that the logo that is used is the same on all products. Companies use silk screens or stencils to insure that the logos are identical. All parts must measure exactly the same when they come off the assembly line because they must all fit together to produce a final product. There is a level of tolerance at each point. Even the thickness added by paint is important. In this activity calipers will be used to measure the finished product after painting to insure that it falls within the required tolerance. The teacher will preset the level of tolerance. Computers can be used to create the Logos. Logos are also very important on web pages. AOL has recently updated their logo on the new version 6.0.



Addition Activities

This project could be integrated with Art, Technology, Career Discovery and Geometry classes. Graphic designers also use measurement and symmetry. Students could reduce the size of the logo without changing the design. They would use proportional measurements to maintain the integrity of the design. They could paint this design on other projects. Students could explore career plans and design logos for their future careers