


Logo Design Assignment

Name: _____

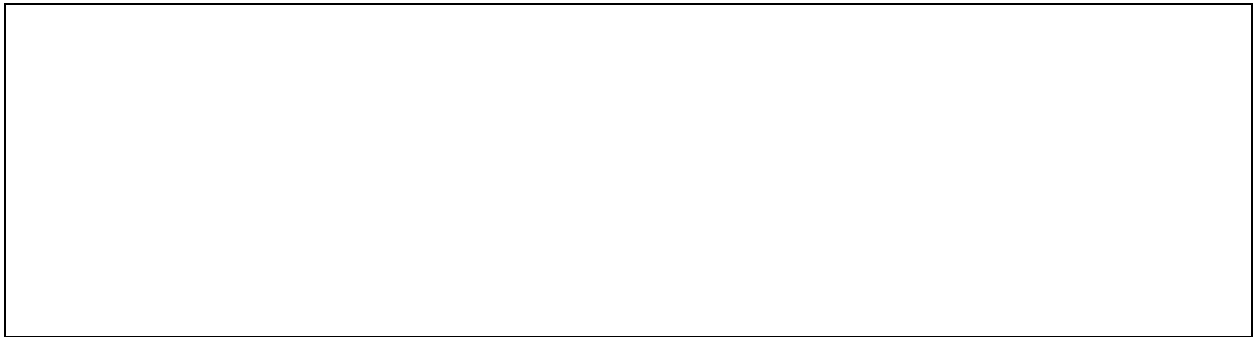
- 1) Create 5 potential logos for your media company (at least one of each type)
- 2) Explain in a complete sentence how each logo is effective or ineffective for your company.
- 3) Remember a logo should be simple, and easily recognizable by anyone who sees it.
- 4) Your final design must be effective both in colour and in black and white.
- 5) Scan your image or draw it using a computer program so you have a digital version of it.
- 6) Hand it in at this point for feedback from the teacher.
- 7) Revise your logo as necessary.
- 8) Create 6 different coloured versions of your logo.
- 9) Hand in your logo design with a) full colour version (preferred logo) b) a black and white version of the same logo c) six different coloured versions of your logo d) a paragraph explaining how you designed it. Defend the choices you made along the way.

Example	
	This logo works (doesn't work) well because . . .
Type 1 - Phonetic	
Type 2 - Phonetic Abstract	
Type 3 - Abstract	
Type 4 - Symbolic	
Type 5 - Pictogram	
Additional Design 1 (optional – any type)	
Additional Design 2 (optional – any type)	

Teacher Feedback on Logo Designs Above

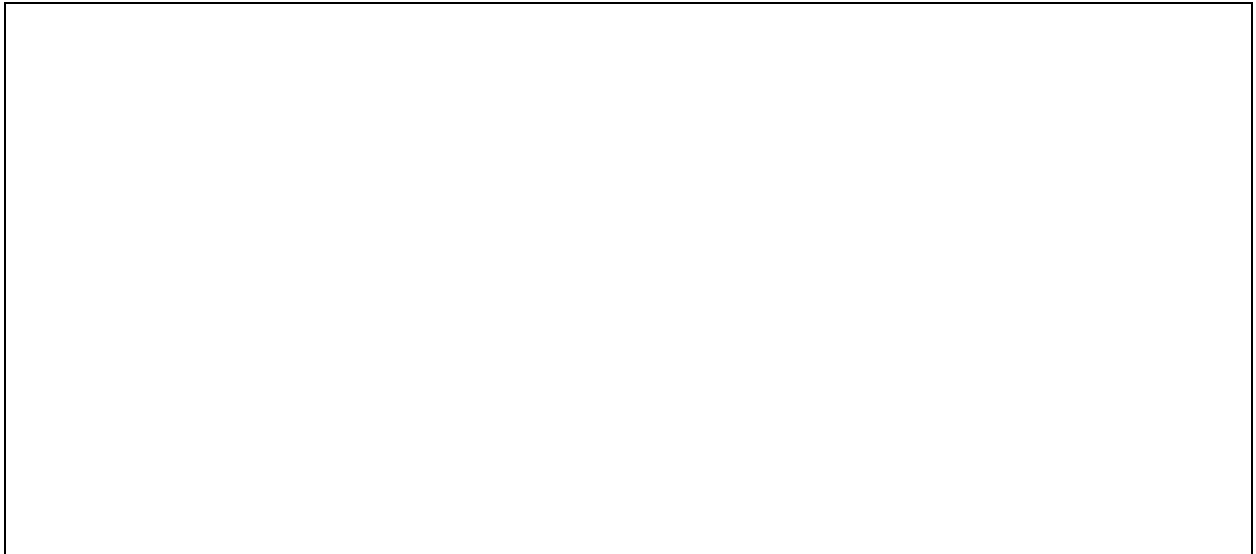


Take the above feedback and improve on your design (if need be)



FINAL WORK – the following sections will be marked according to the rubric.

A) Final Logo Design (Colour) – make it large enough to fit in this box



B) Final Logo Design (Black and White) – make it large enough to fit in this box

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C) Final Logo Design (Different Colour Designs) – make each large enough to fit into a box

D) Paragraph about your logo. Defend the choices you made. Why is it an appropriate logo for your media company? Mention colour, graphic, and text choices you made)

Criteria/Level	Level 4 80-100%	Level 3 70-79%	Level 2 60-69%	Level 1 50-59%	R 0-49%
Application	<ul style="list-style-type: none"> Proficiently provided reasons his /her design is effective 	<ul style="list-style-type: none"> Provided reasons why his/her design is effective 	<ul style="list-style-type: none"> Provided some reasons why his/her design is effective 	<ul style="list-style-type: none"> Provided few reasons why his/her design is effective 	<ul style="list-style-type: none"> Provided little to no reasons his/her design is effective
Communication	<ul style="list-style-type: none"> Expresses ideas proficiently in writing 	<ul style="list-style-type: none"> Expresses ideas clearly in writing 	<ul style="list-style-type: none"> Expresses ideas in writing with some clarity 	<ul style="list-style-type: none"> Expresses ideas in writing with little clarity 	<ul style="list-style-type: none"> Expresses ideas in writing with very little to no clarity
Knowledge	<ul style="list-style-type: none"> Demonstrates a proficient understanding of what makes an effective logo (colour, graphic, text, composition) 	<ul style="list-style-type: none"> Demonstrates a good understanding of what makes an effective logo (colour, graphic, text, composition) 	<ul style="list-style-type: none"> Demonstrates some understanding of what makes an effective logo (colour, graphic, text, composition) 	<ul style="list-style-type: none"> Demonstrates a little understanding of what makes an effective logo (colour, graphic, text, composition) 	<ul style="list-style-type: none"> Demonstrates very little to no understanding of what makes an effective logo (colour, graphic, text, composition)
Thinking	<ul style="list-style-type: none"> Created 6 or 7 logos including at least one of each type with no errors. 	<ul style="list-style-type: none"> Created 5 logos for each type correctly 	<ul style="list-style-type: none"> Created 5 logos for each type with some errors 	<ul style="list-style-type: none"> Created logos for each type with frequent errors 	<ul style="list-style-type: none"> Did not create logos for each type or has multiple errors