

Logo Project

Objective: Create 5 personal logos using Adobe Illustrator.

[Check out logos](http://www.district87.org/staff/cowderyk/class_site/logos/index.htm) - http://www.district87.org/staff/cowderyk/class_site/logos/index.htm

Definition - A Logo is a combination of art and type. Its purpose is to give identity to a business, organization, or individual.

Directions: Use your initials to make 5 different and unique logos. Letters should combine to make a shape, another letter, or object.

Do's

Don'ts

- Create original shapes, art, and designs
 - Make up a business
 - Combine techniques to make more interesting logos.
 - Look at designs of other logos.
- Use someone else's artwork
 - Use art from an existing business.
 - Use inappropriate themes

Steps:

1. Type your letters and then click on the black selection arrow.
2. Pull down the type menu and go to create outlines
3. Edit and manipulate the anchor points and direction points to create various logos.
4. Try to make at least one of your logos look like an object.
5. Logos should look good in both color and black and white.

Grading: Basically each logo is worth 5 points. One point for each of the following criteria

1. **Commitment** – Was time spent designing logos, or were they just "churned out?"
2. **Presentation** – Are logos presented in a neat and organized way that would appeal to a client? Do the logos look finished
3. **Originality** – Are your ideas your own. If you copied your idea, did you change it enough to make it your own work?
4. **Skill** – Do your designs show that you used the software to it's full potential, or could you have done the same work with a crayon and brown paper bag?
5. **Viewer impact** - is it attractive, interesting, informative? Do I want to look at it? Is it visually pleasing, or intentionally disturbing? Does it "work"?