**TASK: Build a Logo**

**CLIENT:**

**DUE DATE:** End of next class

**BUDGET:** $0

**PART 1 – LOGO:** Considering all the advice given to you with regard to shape, design, color, etc., you will design a logo hierarchy, and provide an image of it on a plain white 8.5x11 sheet of paper. This image must be neat, tidy, and polished, and it must follow all rules of logo design discussed during lecture.

Your logo hierarchy will follow the format used by the University of Missouri during their brand re-design:



Keep in mind, a good logo…

* Is simple in design
* Is visually striking
* Can be reproduced to any size
* Uses a limited amount of colors
* Looks as good in black and white or greyscale

## Must be memorable!

**PART 2 – PARAGRAPH:** You will write a well-constructed paragraph, in which you will explain your logo design. Your paragraph should include the following information:

* Your client’s name, and the services you are offering to clients.
* Why you chose to design your logo as you have (color, shape, design, etc.).
  + Remember to use specific vocabulary related to logo design.
* Anything else you would like to share about the process of creating this logo.

*NOTE:* Remember that your paragraph should start with a topic sentence, should be organized in a logical order, and should be PROOFREAD for spelling, grammar, punctuation and capitalization!

**RESOURCES:**

***Colour Psychology:*** <http://www.entrepreneur.com/article/233843>

***Shape Psychology:*** <http://www.creativebloq.com/logo-design/psychology-logo-shapes-8133918>

***Tips for Effective Logo Design:***<http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/>

***Common Mistakes in Logo Design:*** <http://www.sitepoint.com/6-common-mistakes-logo-design/>

<http://www.creativebloq.com/industry-insight/how-not-design-biggest-mistakes-1131613>

**TASK ASSESSMENT:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Criteria Met?** | | | |
| Logo design is simple and clear.   * It is easily identifiable and easy to read. | 1 | 2 | 3 | 4 |
| Logo design is unique.   * It is unlike any others. | 1 | 2 | 3 | 4 |
| Concepts learned in class have clearly been taken into consideration in the design of the logo.   * Principles of Effective Logo Design * Color & Shape Psychology | 1 | 2 | 3 | 4 |
| The logo is created with care.   * Neat and attractive presentation | 1 | 2 | 3 | 4 |

**PARAGRAPH ASSESSMENT:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Criteria Met?** | | | |
| Your paragraph has a clear topic sentence, relevant supporting sentences, and a concluding sentence. | 1 | 2 | 3 | 4 |
| You use concepts learned in class, and the appropriate vocabulary, to clearly explain the elements of your logo design. | 1 | 2 | 3 | 4 |
| Using conjunctions, you combine simple, repetitive sentences into more interesting, concise sentences. | 1 | 2 | 3 | 4 |
| You use transition words and phrases to connect your ideas and make your writing more interesting. | 1 | 2 | 3 | 4 |
| Your writing has been proofread for spelling/grammar. | 1 | 2 | 3 | 4 |

**Level 1 (“needs work”)** – The student has not met the expectation, and/or has demonstrated a limited understanding.

**Level 2 (“getting there”)** – The student has partially met the expectation, and/or has demonstrated some understanding.

**Level 3 (“meeting expectations”)** – The student has met the expectation, and/or has demonstrated a considerable understanding.

**Level 4 (“above & beyond”)** – The student has exceeded the expectation, and/or has demonstrated a thorough understanding.