



Name _____

Date _____

Period _____

Assignment: Logo Yourself

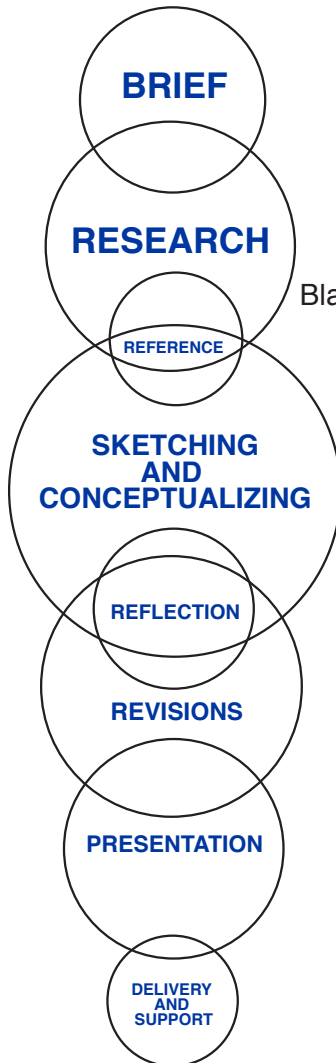
This assignment is worth 50 pts.

Using the information we have learned about the Elements, information we have gained through research of company logos and about the Design Process below, you will create a personal logo!

Our focus for this project will be to make sure we are conveying who you are through your logo. We will also explore applying the various Elements of Design to our logos while applying what we know in Illustrator . Fill in additional information below to define the Assignment expectations.

The logo will be one that represents your “client” as a designer and could be used to market them. Think about how you would like to represent yourself to a potential employer or college admittance officer. YOU NEED TO PROVIDE a logo that may carry a WORDMARK, ICON / COMBO

THE design PROCESS



Brainstorming / 20 Thumbnails _____ / 15

1 Revised Comp Using Elements _____ / 15

1 Full Color ILLUSTRATOR Logo with Assigned Pantone Colors
Black logo on White and White on Black and Presentation of Process _____ / 20

(We will scan Design Process Items and create JPEGS of our Comps / Finals before Placing all items in a Slide Show, Shared)

_____ Total _____ / 50

ELEMENTS OF DESIGN

Line - Color - Texture - Shape
Form - Value - Size - Space

Type /Typography -

