



ADOBE ILLUSTRATOR CS3
Logo Design Assignment



Name: _____ Date: _____ Mark: _____/56

In this assignment, we are going to look into the development of logos. This assignment will have a number of different sections. **Put everything into YOUR OWN WORDS. Go to the websites that I have created links for off of my website. You may also wish to do some Internet searches of your own.**

Section One-Things to Consider with Logo Design:

- /2 1. What do you think that the purpose of a logo is?
- /4 2. Using the **NoDinx.com** site, list a minimum of **4 things** that one should consider when designing a logo.
- /5 3. Using the **CreativeBloq.com** website, **list and briefly explain** “five principles of good logo design”?

/15

Section Two-Types of Logos: Using the **NoDinx.com** site, FULLY EXPLAIN the 5 Types of logos. Complete the following chart about **the 5 Types of Logos**. USE YOUR OWN WORDS.

Type of Logo	Characteristics	List 3 Examples
1.		
2.		
3.		
4.		
5.		

USE YOUR OWN WORDS

Section Three-Your Logo Design: You are going to create **one logo THAT INCORPORATE THE PRINCIPLES OF LOGO DESIGN** that you have learned. For your logo, please complete the following chart below:

/30 **Assignment 1: Your Logo**

- I would like you to create a logo for **AN EVENT** that you will be involved in, either as a participant, an organizer, or as a spectator.
- **BUT...** Of the FIVE types of logos that you learned earlier in this assignment, I WOULD LIKE YOU PICK ANY **TWO** TYPES AND CREATE THE LOGO **TWICE**... ONCE USING EACH LOGO TYPE. (Later we will pick the best one). MAKE SURE THAT THE MAJORITY OF THE LOGO FOCUSES ON THIS ONE LOGO TYPE.... ALTHOUGH YOU CAN ADD A FEW OTHER ELEMENTS IF NEED BE.
- I would highly recommend taking some time to doodle/draw/rough sketch your logo on scrap paper before you hit the computer.
- You **MUST** select TWO of the five types of logos that you learned about in section 2.
- Complete the chart below for this logo.
- Create the logo, remembering some of the **logo design principles** as you go.
- Everything must be created from *scratch with Adobe Illustrator*. You **can NOT** import anything for this logo.
- Give it a file name that corresponds to the event. Make sure that you have saved it to your Z://drive.
- Put the logo on this assignment sheet.

Type of Logo You Will Use	1.	2.
Why did you Choose this Logo Type?		
Which Principles of Logo Design did you Focus on?		
Insert Logo in the cell →		

Logo Design Rubric

	Level 1 (1-3)	Level 2 (4-6)	Level 3 (7-8)	Level 4 (9-10)	Mark
Creativity	Logo is not creative or visually appealing	Logo shows some creativity, and is somewhat visually appealing	Logo is creative and visually appealing	Logo has an almost professional look, and is very visually appealing	/10
Use of Illustrator Tools	Logo does not use very many tool within Illustrator	Logo uses some variety of tools within Illustrator	Logo uses many of the built in features of Illustrator	Logo uses a wide variety of Illustrator tools with a high degree of ability	/10
Principles of Logo Design	Logo does not adhere to a particular type of logo, does not demonstrate any principles of logo design	Logo adheres to a particular type of logo, uses few principles of logo design	Logo adheres to a particular type of logo, uses some principles of logo design	Logo clearly falls into one type of logo, uses many of the principles of logo design	/10
Final Mark					/30

Comments: