Logo Project Introduction, Project Make, Monday April 1, 2024

Over the next few weeks you will be creating a family of logos based on a made-up company or organization of your own creation. Each of you will make a series of logos for an imaginary business, organization, or service. You get to choose what you want to do, provided it is school appropriate. You will first sketch logos on paper and later create the logos in Inkscape and then finally produce them on the laser cutter, vinyl cutter, CNC router and 3D printer.

The following are some basic rules and principles of logo design that we are going to aim for:

  1. A logo must be describable.

  2. A logo must be memorable.

  3. A logo must be effective without color.

  4. A logo must be scalable. So it should look good at 12" by 12" or 2" by 2".

Today's is a brainstorming session to get us started. However, before we start drawing or creating logos I first want to talk about the types of logos we'll be making. Below are the types with examples:

1. Single font	Adobe
2. Two or three fonts	ChromaTECH incorporated
3. Fonts with simple abstract graphic.	Anton Ewing An Accounting Corporation
4. Single font with more relevant graphic.	TARGETED SAFETY SOLUTIONS
5. Shape or symbol dominant with fonts.	HUAWEI

Today's assignment:

1. In your Maker notebook, start a new page, title it "Logo Project Intro" with the date: 3/27/23.

2. Brainstorm possible company/organization names and start exploring possible logo ideas, all in a quick/brainstorming manner. That means you spend 10 minutes or less and **write down 8 different ideas/names/companies/logos**. Whatever you do, this has to be something YOU create (for example, you can't make a family of logos for In-n-out Burger or Safeway, you need to make up a company or organization and design your own themes and look and feel.) Again: write down at least 8 company/organization ideas in your Maker notebook.

3. Finally, also in your Maker notebook, sketch 6 logo ideas for one or more or your imaginary companies or organizations. For today make half of them include a graphic of some kind, make one use just text, a single font, and make one use more than one typeface/font/size. Today we're just playing around, trying on ideas, you won't be locked in to anything you do today.

Come show me when you are done.

Logo Intro Checklist:

In your maker notebook, do the following:

- Put "Logo Project Into" and today's date on the top of a new page.

- Brainstorm possible company or organization <u>names</u> (write down 8 or more possible ideas); you don't have to decide on a single one for today, this is just getting your creative juices flowing. Write down a bunch of things.

- Make a table filling an entire page of your Maker notebook and then sketch 6 quick logos:

- Sketch one logo that is text-only, using a single type style or font

- Sketch one logo that is text-only using two or more type styles or fonts/font sizes

- Sketch two logos that include both graphics and text

- Sketch two more logos, any style

By "sketch" I mean do it quickly, not worrying about making everything perfect.

For today, you can make your logos be for different companies or groups (in other words, you can make one for one company, another for a different one, etc.)

Next time you'll be asked to decide on a company or organization and then you'll begin work on making a family of logos for that one company. Today it's just brainstorm/idea time. Have some fun with it. Bring your notebook over to show me to get checked off when you are done.