

# Graphic Design:: Personal Logo

**Objective:** Use a combination of art and type to create 3 logos. It will be your own personal mark!

**Purpose:** to express your individual identity using type, color, shape, and imagery.

## Directions:

On an 8.5" x 11" document in illustrator, combine imagery + your initials or name to create 3 different and unique logos. Use your sketches and brainstorm sheet for ideas. You can use web imagery to trace shapes, but I should not see web imagery in your final work.

Scan your original art work onto the computer to use in your design, or use a drawing tablet to draw directly on your illustrator document, Use the shape, and pen tool to add to your drawn imagery. Use the type tool to combine the letters of your name with your imagery.

**Due Friday 3/4**

## Do's

- Create **original** shapes, art, and designs
- Combine techniques to make more interesting logos.
- Look at designs of other logos.
- Logos should look good in both color and black and white.
- Use your name or initials

## Dont's

- Use someone else's artwork
- Make up a business or do a logo for an existing business.
- Use inappropriate themes

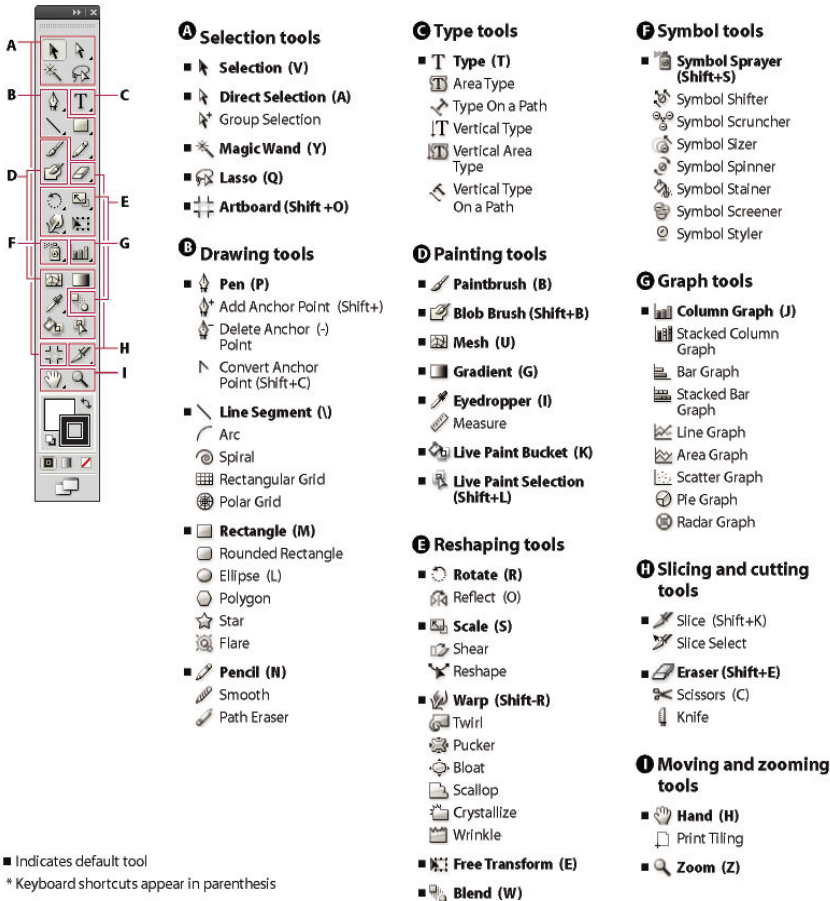
## Grading:

You will be graded on the following criteria

1. **Effort** – 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?"
6. **Following Directions**

# Illustrator Tools Map:

## Tools panel overview



## Steps to Creating your Color Scheme Study:

After you have set up ruler and grids

- 1) Use a rectangular or circular shape **Tool** to create a background for each logo.
- 2) Use the **Gradient Tool** to create a gradient of two colors/ values in one of your shapes.
- 3) Use the **shape drawing tool**
- 4) Use the **Paintbrush** to draw your own shapes and/or lines
- 5) Use **Live Paint Bucket** to fill in shapes that are selected (direct selection tool)
- 6) Select at least 2 shapes to add an effect to: artistic, blur, texture, distort, etc (**FX icon is found at the bottom of the appearance palette**)
- 7) Use **Direct Selection** tool to alter shapes with the **Warp Tool**.
- 8) Use the **Direct Selection tool** and **Selection tool** to transform and move your shapes around
- 9) Use the Type Tool to add Letters

## COMPOSITION REMINDERS

- 1) Consider the composition of each logo design:
  - a. Engage the shapes and letters. Use overlapping, how do they interact?
  - b. Use color, shape, pattern and imagery symbolically to represent something about your identity
- 2) Take risks! Try out many different ideas! Make your designs interesting and surprising.

### View hidden tools

- ❖ Hold down the mouse button on the visible tool.

### View tool options

- ❖ Double-click a tool.

### Move the Tools panel

- ❖ Drag its title bar.

### Hide the Tools panel

- ❖ Choose Window > Tools.

### Tear off hidden tools into a separate panel

- ❖ Drag the pointer over the arrow at the end of the hidden tools panel and release the mouse button.

### Close a separate tool panel

- ❖ Click the close button on the panel's title bar. The tools return to the Tools panel.