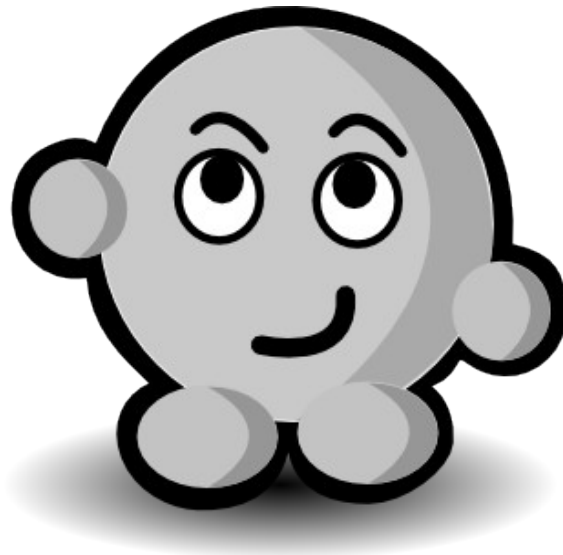


Logo Design

Introduction to freehand sketching and drawing geometric shapes



Brief:

Design a personal logo that includes two geometric shapes and your name.

Your logo needs to include:

- your name
- two of the following geometric shapes:
(tick the two you want to use)
 - square
 - rectangle
 - circle
 - triangle
 - hexagon
 - octagon

The Design Process:

1. **Research** existing logo designs. There are literally millions of logos out there so find as many as you can to help you come up with ideas.

Write beside each logo what you like and don't like about them

2. **Sketch ideas** for your own logo. Try lots of ideas.
3. **Choose an idea** that you really like and draw it on a fresh sheet of paper as neatly as you can.
Can you think of anything to make it better?
4. Complete an **evaluation** sheet
5. **Hand in your finished logo** with all the sketches, ideas and evaluation

Sit back and admire your design skills.

Project Checklist

Check each of the tasks off as you complete them. Add the date you completed each.

| Task | Date | Completed |
|-----------------------------|------|--------------------------|
| Research of existing logos | | <input type="checkbox"/> |
| Sketches of ideas for logo | | <input type="checkbox"/> |
| A final drawing of the logo | | <input type="checkbox"/> |
| Evaluation sheet | | <input type="checkbox"/> |
| Handed in | | <input type="checkbox"/> |

How this will be assessed:

| Task | Mark |
|---|-------------|
| Research: <ul style="list-style-type: none"> at least 5 different logos written notes about each logo | / 3 / 2 |
| Sketches: <ul style="list-style-type: none"> at least 5 different ideas one final idea | / 4 / 2 |
| Final logo: <ul style="list-style-type: none"> based on concept sketches the final drawing is neat and includes the name and geometric shapes | / 2 / 4 |
| Evaluation: <ul style="list-style-type: none"> the sheet has been completed | / 3 |
| Total: | / 20 |

Evaluation Sheet

Name:

What do you like about your logo?

What would you do different next time?

What is the most interesting part of your logo?

Why is it interesting?