8th Grade

DO NOW:

1. Look at the logos
2. Pick 2 of them
3. Determine how they represent the company

8th Grade Art - Tuesday 9/8

Homework

Begin planning for your logo design (Due Wed 9/9)

Lesson Outcome

You will be able to: - Identify strategies to create a successful logo

-Relate color and

Assessment

Daily participation points- Participating in presentation

Standards

VA:Re.7.1.8a

VA:Re.7.2.8a

VA:Cn11.1.8a

1. DO NOW
2. Objectives
3. Logo Design Strategies
4. Logo Design Planning

LOGO DESIGN STRATEGIES

Brand Names, Logos, and Slogans help create a brand image in the customer's mind.

What examples can you come up with of companies that have a strong brand image?

Brand Name

Logo

Slogan

WHAT IS A LOGO?

- A logo is a visual symbol associated with a product, a company or an idea.
- Logos are meant to give the product an identity and a visual appearance people can remember.

What makes a great logo? Check out the video in the link featuring famous graphic designer Michael Bierut…

“What Makes a Truly Great Logo”

https://www.youtube.com/watch?v=RBTiTcHm_ac

LOGO TYPES

- Typographic Logos=use letters and words
- Pictographic Logos=use pictures and visual images
- Some logos use a combination of both typographic and pictographic elements.

The goal is to design a logo that stands out from the crowd and is easily distinguishable from other corporate symbols.

You want your logo to be original and unforgettable!

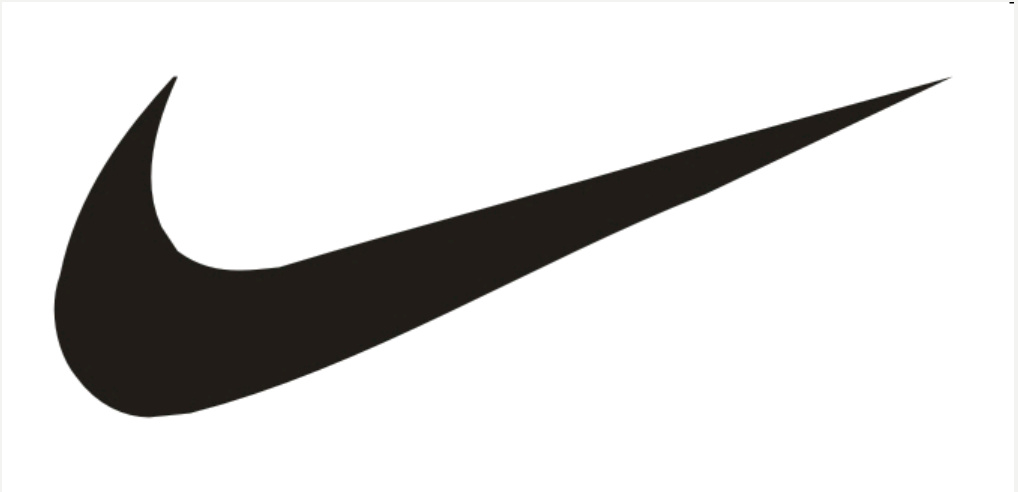
PRINCIPLES OF LOGO DESIGN

Simplicity

- Simplicity is one element all effective logo designs have in common.
- People are drawn to clean, uncluttered logo designs that can easily be recognized at a glance.
- Busy, crowded logos, such as designs featuring many intricate details, images, or pictures are distracting to the viewer and tend not to be as well recognized as cleaner designs.

Take a look at the following simplistic logos. What do they all have in common? How are the different?

LOUIS VUITTON



Proportionality

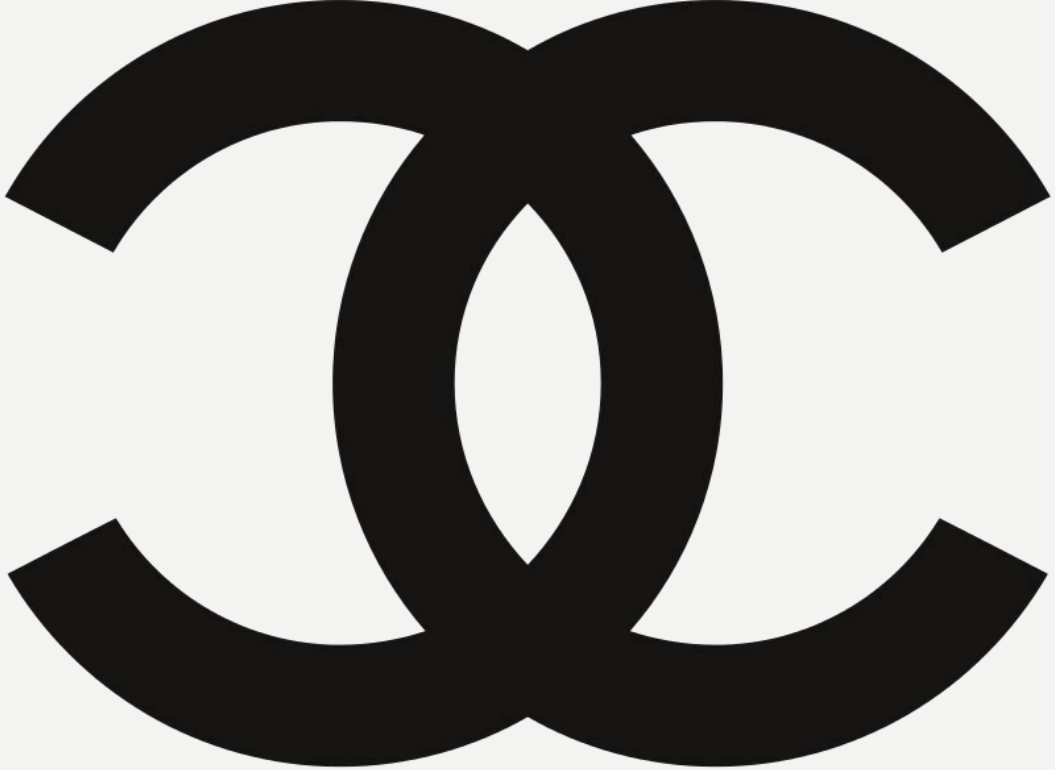
- A logo should be proportional with a width not much greater than its height (think of shapes that can fit in a square or circle).
- Logo designs should work well on anything from a business card to a billboard. Logos that are too long or too tall become difficult to read when they are reduced or enlarged.

Take a look at the following examples of logos the are proportional. Why are proportional logos appealing to the eye?

adidas®

bp

the concentric circles are in
goldenratio



CHANEL

STARBUCKS
COFFEE AND
STARBUCKS
COFFEE
STARBUCKS
COFFEE
TM

CARIBOU
COFFEE

Caribou
COFFEE

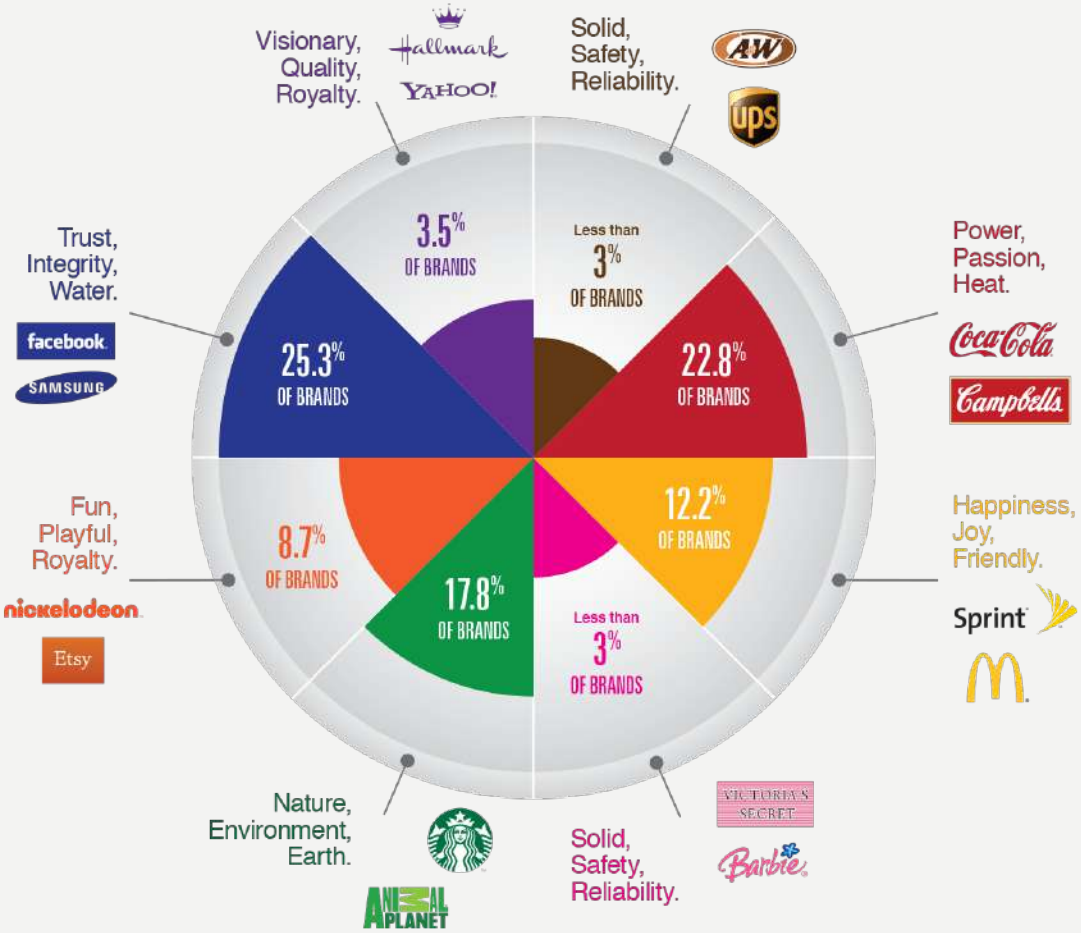
How do the logos show the different "personalities" of the company?

Small Color Scheme

- 80% of the world's most widely recognized logos use only one or two colors.
- Few good logo designs use more than three colors; this is because using more than three colors usually turns a logo to mud.
- A basic color palette of one to three colors (which may or may not include black) keeps things simple and allows the selected colors to clearly convey a mood or emotion.
- Use CONTRASTING COLORS for visual impact.

1. CNN
2. BBC
3. Coca-Cola
4.
5.
6. YouTube
7. ESPN
8. Levi's
9.
10.
11. orange
12.
13. BURGER KING
14. ups
15. DHL
17.
18. IMDb
19. BEST BUY
20. Hertz
21. Nikon
22. SUBWAY
23.
24.
25. Sprite
26. XBOX
27.
28.
29.
30.
31.
32. IBM
33. DELL
34.
35. AOL
36. hp
37. Ford
38.
39.
40.
41. BR baskin robbins
42.
43. Glam MEDIA
44. Barbie
45.
Google
ebay

The color of large corporations



RED

Intense
Energetic
Youthful
Bold
Strength

ORANGE

Friendly
Confidence
Cheerful
Affordable
Energetic

YELLOW

Optimism
Warmth
Clarity
Positivity
Caution

GREEN

Nature
Freshness
Peaceful
Growth
Wealth

BLUE

Trust
Dependable
Security
Wisdom
Strength

PURPLE

Creative
Imaginative
Luxury
Wise
Calming

8th Grade
DO NOW:

1. Look at the color chart
2. Pick 3 colors that represent you

8th Grade Art - Tuesday 9/9

Homework

Begin planning for your logo design

Lesson Outcome

You will be able to: -
Identify strategies to create a successful logo

-Relate color and

Assessment

Daily participation points- Participating in presentation

Standards

VA:Re.7.1.8a

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1. DO NOW
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4. Logo Design Planning

PRINCIPLES OF LOGO DESIGN

Easy to Read Fonts

- Creating a logo design in elaborate fonts may look classy, but what good is a logo if nobody can read it?
- Your best bet is to choose a font that is distinctive but still easy to read.

ebay
tm

Google

Coca-Cola
FedEx

PRINCIPLES OF LOGO DESIGN

Practical and Adaptable

- A logo design should be practically designed so it can be affordably and easily used in a variety of mediums. For example, a logo:
  - Shouldn't be designed with so many colors that it costs a ton every time you want to print business cards or letterhead.
  - Shouldn't be designed with an image that is difficult to reproduce
  - Should be created so it can be easily converted to black-&-white.
  - Should be created using Web-safe colors so your online logo looks the same as your printed logo.

PRINCIPLES OF LOGO DESIGN

Originality

- The #1 goal of a logo design is to clearly distinguish a company from its competitors, which means a logo design should be unique, one-of-a-kind and “ownable” - meaning the company should be able to trademark the logo.
- A logo cannot “borrow” too heavily from other company’s logo designs. This is copyright infringement.

PRINCIPLES OF LOGO DESIGN

Works with industry traditions

- Often there are consistencies among logos in certain industries, and following these patterns and trends can help customers more easily identify what you do or what you sell (such as many car companies using circular shapes for their logos – name a few!).
- When you design your logos, think about any patterns that exist in the industry and how you can capitalize on these patterns and trends.

ACURA
ALFA ROMEO
Audi
BMW
BUICK
CHEVROLET
CHRYSLER
DAEWOO
DAIHATSU
DODGE
Ford
Geo
GMC
HONDA
HUMMER
HYUNDAI
INFINITI
ISUZU
JAGUAR
Jeep
KIA
LAND ROVER
LEXUS
LINCOLN
mazda
Mercedes-Benz
MERCURY
MINI
MITSUBISHI MOTORS
NISSAN
Oldsmobile
PONTIAC
PORSCHE
RENAULT
SAAB
SATURN
SCION
SUBARU
SUZUKI
TOYOTA
VOLVO
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What did you notice about the shapes of the logos of the different car companies? Why do you think they all have similar shapes?

McDonald's
BURGER KING
WENDY'S
OLD FASHIONED HAMBURGERS
El Pollo Loco
Arby's
N·N·OUT BURGER
Checkers
BURGERS • FRIES • COLAS
FAMOUS
Bojangles'
chicken 'n biscuits
Pizza Hut
SONIC
America's Drive-In
TACO BELL
CAJUN OUR WAY
POPEYES
CHICKEN & BISCUITS
SUBWAY
Hardee's
CHARBROILED THICKBURGERS

AAA Insurance
Allstate.
You're in good hands.
Liberty Mutual.
Nationwide Insurance
PROGRESSIVE
MetLife
esurance
FARMERS
21st Century insurance
StateFarm
MERCURY INSURANCE GROUP
USAA

What did you notice about the colors of the logos of the different fast food companies and insurance companies? Why do you think those colors were used for those industries? (Hint: think back to the color scheme slides earlier)

HIDDEN MESSAGES IN LOGOS

There is an arrow in the white space between the E and the X

Famous for its thirty-one ice-cream flavors, it put 31 right into its logo

THE T'S ARE SHARING A CHIP OVER AN I THAT IS DOTTED WITH A SALSA BOWL

THE COLLAR OF THE GIRL IN THE WENDY'S LOGO SAYS "MOM" TO REPRESENT THE "HOME-COOKED FRESH" FEEL

AN ART HISTORY STUDENT DESIGNED THE BASEBALL GLOVE LOGO FOR THE MILWAUKEE BREWERS COMPOSED OF AN M AND A B FOR A 1977 LOGO CONTEST

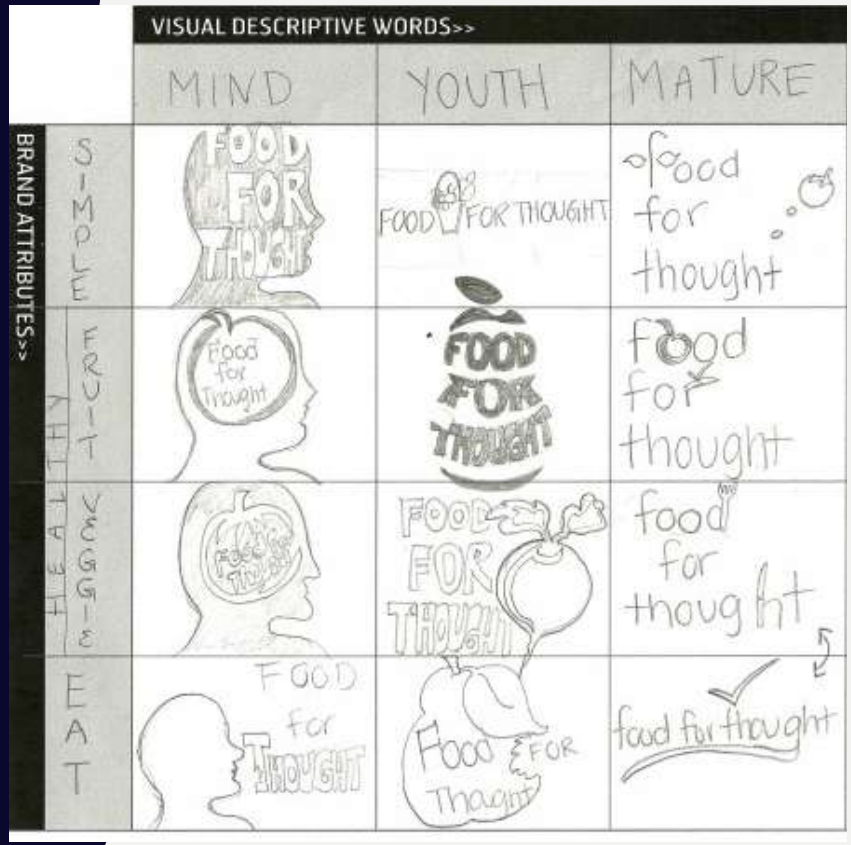
A CHOCOLATE KISS IS FORMED BETWEEN THE K AND THE I

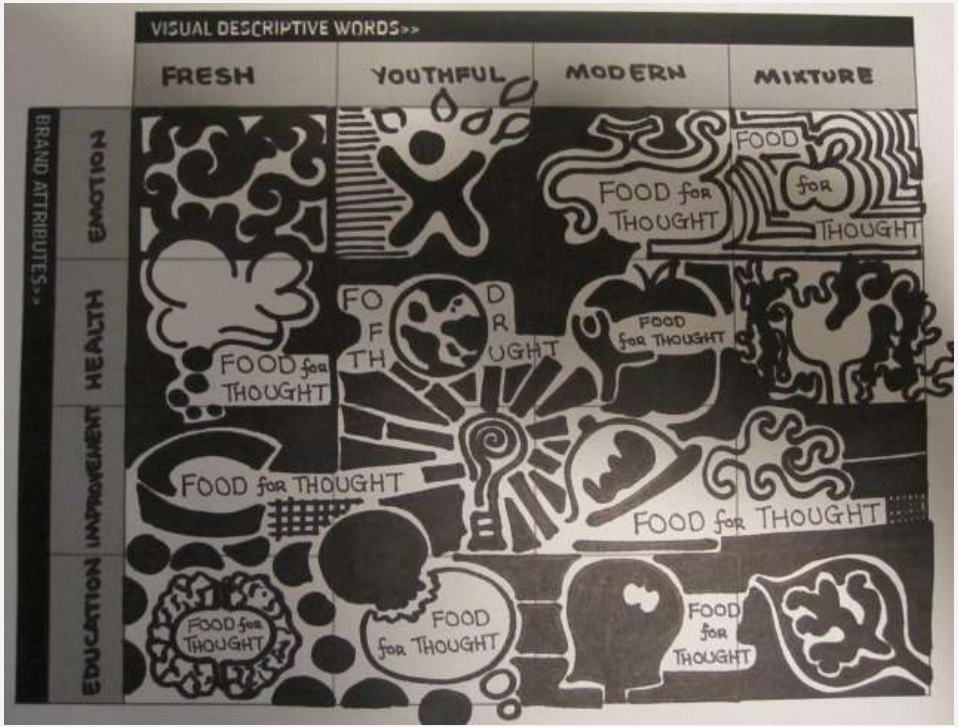
THE TREE STANDS OUT IMMEDIATELY. HOWEVER, IF YOU LOOK CLOSELY, THERE IS A GORILLA AND LION CONTAINED IN THE WHITE SPACE.

AMAZON OFFERS EVERYTHING FROM A TO Z

Now that you know the basics, it's time for you to try your hand at designing logos!

Planning chart for your personal logo





Planning your logo

What you are doing: Planning a personal logo, brand name or slogan that depicts part of your identity/ personality

What you'll need: Paper, pencil, colored pencils (if you have them)

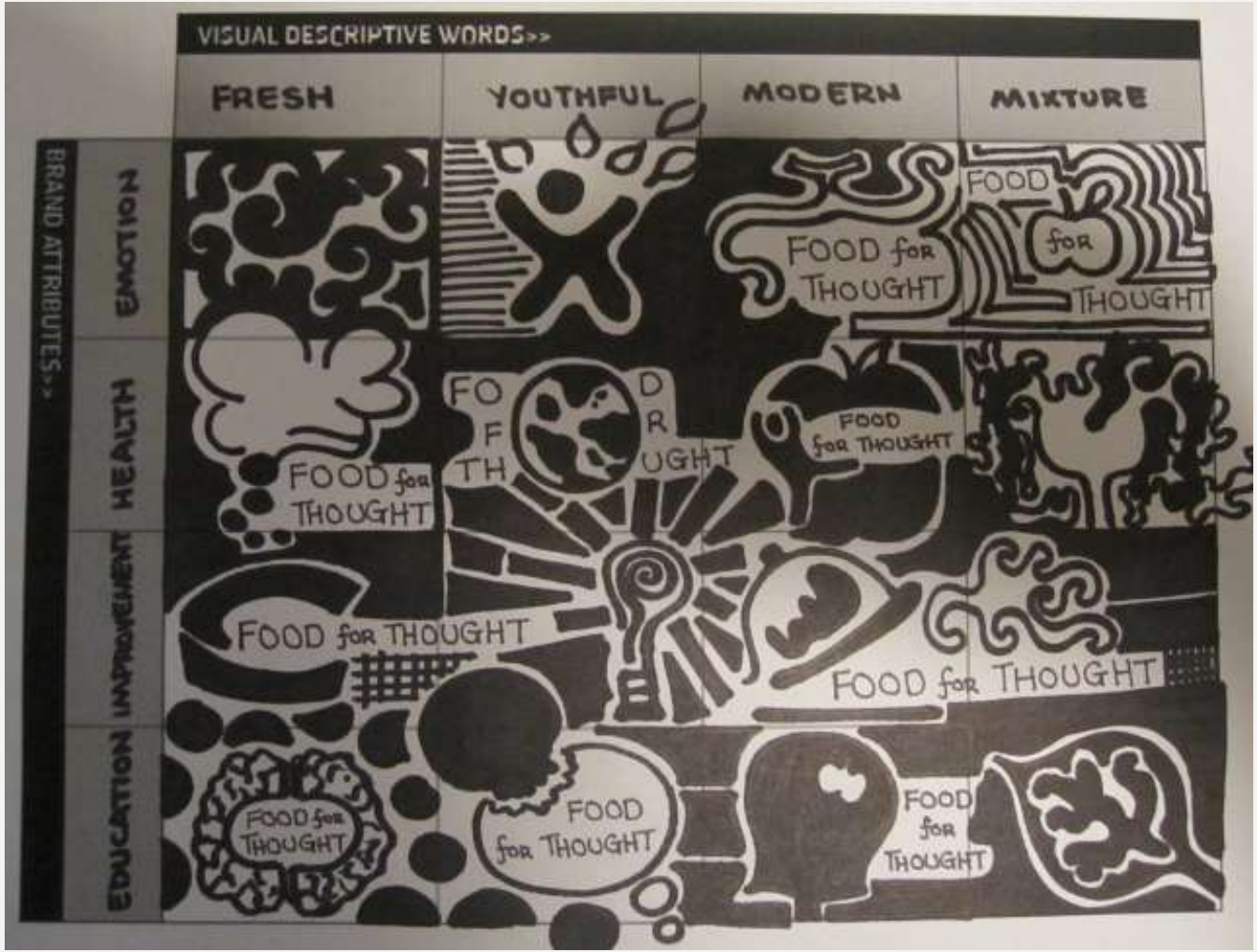
How you'll do it:

1. Make a list of your personality traits
    a. Loyal, happy, serious, funny, sarcastic, etc.
2. Choose three of your traits and three colors that associate with those traits
    a. Example: Yellow= happy
3. Make a list of physical descriptions or objects that you relate to
    a. You could focus on activities you like or objects that are important to
4. Make a chart to help you plan (determine if you want to do a logo, name or slogan)
    a. On the side make a list of your 3 traits
    b. In the top bar, make a list of 3 visual descriptions
5. In the boxes, draw out your designs

8th Grade
DO NOW:

1. Look at the color chart
2. Pick 3 colors that represent you

BRAND ATTRIBUTES>>	VISUAL DESCRIPTIVE WORDS>> MIND	YOUTH	MATURE
SIMPLE		FOOD FOR THOUGHT	food for thought
HEALTHY FRUIT		FOOD FOR THOUGHT	food for thought
HEALTHY VEGGIE		FOOD FOR THOUGHT	food for thought
EAT			food for thought


VISUAL DESCRIPTIVE WORDS>>
FRESH
YOUTHFUL
MODERN
MIXTURE
BRAND ATTRIBUTES>>
EMOTION
HEALTH
IMPROVEMENT
EDUCATION
FOOD for THOUGHT
FOOD for THOUGHT
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FOOD for THOUGHT
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FOOD for THOUGHT
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8th Grade
DO NOW:

Look at the logos below. Can you determine what kind of companies they are for? Are they successful?

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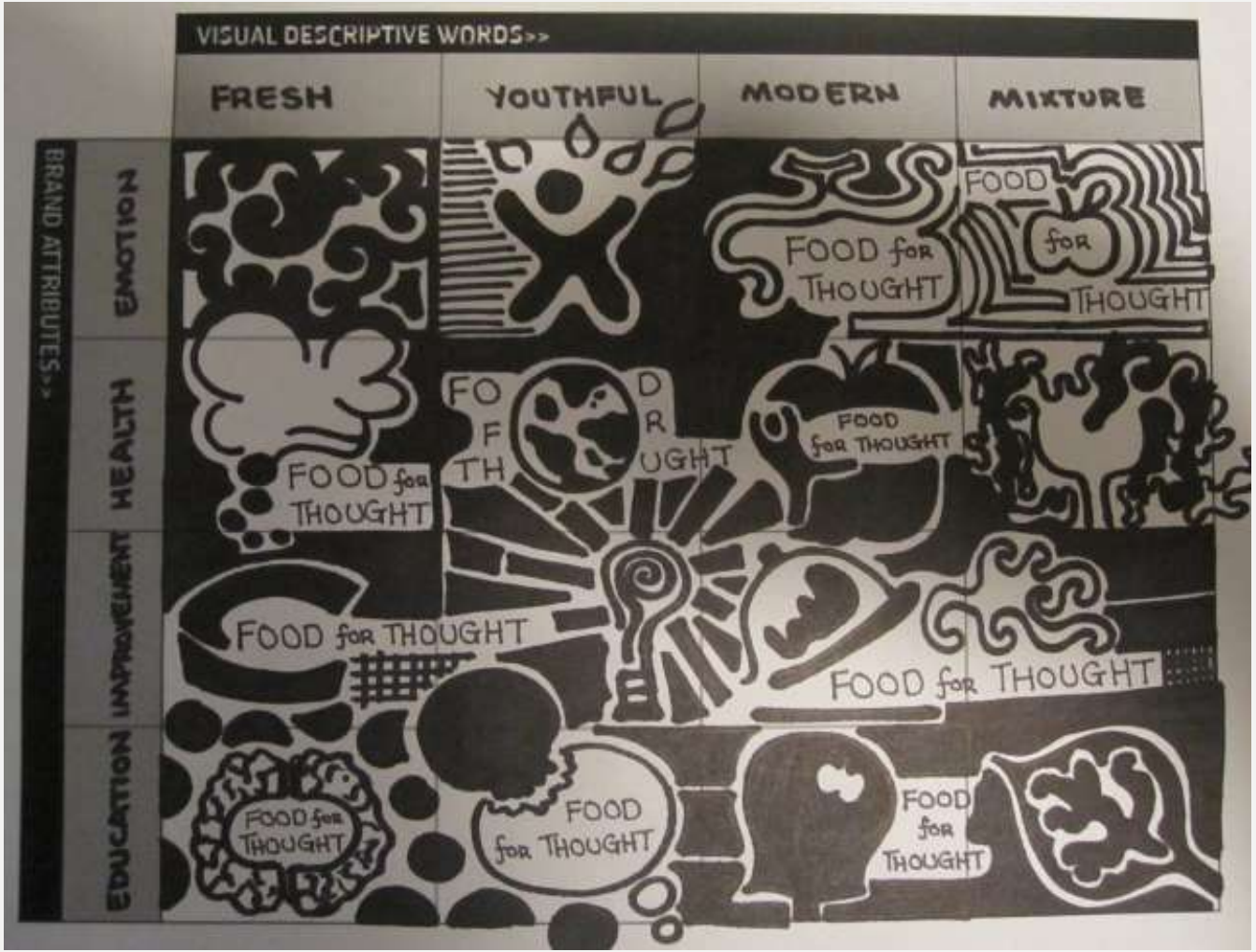
WHITE
White is associated with cleanliness, simplicity, faith, purity, innocent
BLACK
Black is associated with luxury, elegance, formality, mystery and power.
PURPLE
Purple is associated creativity, individuality , royalty, wealth, opulence
RED
Red is associated with excitement, action, strength, determination, passion
BRAND COLOUR
PSYCHOLOGY
BLUE
Blue is associated trust, honesty, authority, wisdom, loyalty
ORANGE
Orange is associated with happiness, optimism, uplifting, friendliness, fun
GREEN
Green is associated hope, growth, balance, reassurance, natural
YELLOW
Yellow is associated with joy, energy, enthusiasm, optimism, Confidence

BRAND ATTRIBUTES>>	VISUAL DESCRIPTIVE WORDS>> MIND	YOUTH	MATURE
SIMPLE		FOOD FOR THOUGHT	food for thought
HEALTHY FRUIT		FOOD FOR THOUGHT	food for thought
HEALTHY VEGGIE		FOOD FOR THOUGHT	food for thought
EAT			food for thought


VISUAL DESCRIPTIVE WORDS>>
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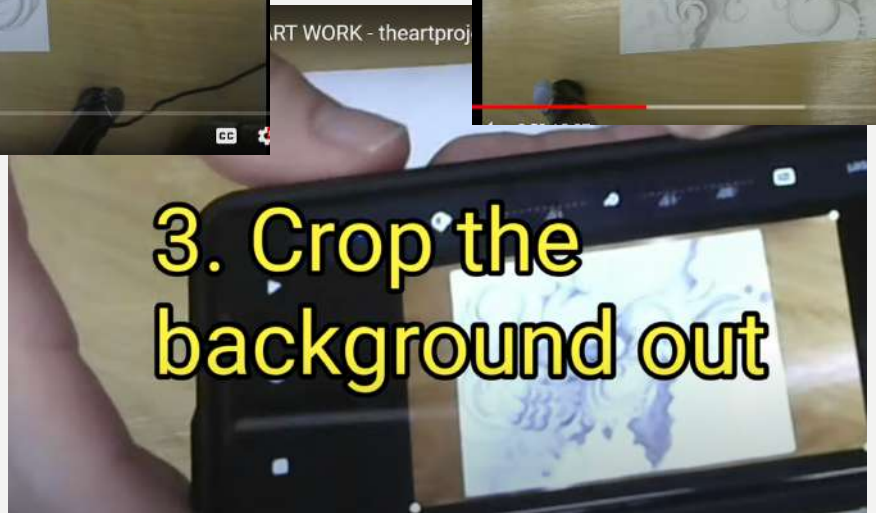
FOOD for THOUGHT
FOOD for THOUGHT
FOOD for THOUGHT
FOOD for THOUGHT
FOOD for THOUGHT
FOOD for THOUGHT

8th Grade DO NOW

Take a picture of your Logo Planning chart following the steps below



NEW GYM SCHEDULE

Period 3: Thursdays

Period 4: Tuesdays

Period 5: Wednesday

Period 6: Friday

Period 7: Wednesday

8th Grade Art - Monday 9/14

Homework

Finish your final logo with color
Due Wednesday 9/16

Assessment

Work habits
Final Logo Design

Lesson Outcome

You will be able to:

Upload a picture of your planning chart

Create a final logo design on nice paper

Standards

VA:Re.7.1.8a

VA:Re.7.2.8a

VA:Cn11.1.8a

1. DO NOW
2. Objectives
3. Uploading a picture of your planning chart
4. Final Logo Design

8th Grade DO NOW:
Look at the Art XPO Logo below. What do you like about it, what do you dislike?

Sketchbook 1: 2021 Art XPO - Due 9/25

Design a logo for the 2021 ERA Art XPO. You can only use 3 colors for the design (black and white count as colors) and 1 color for the background. The design must include "2021 ERA ART XPO", but may include many more design elements.

ERA ART
EXPO 2020

ERA ART Expo 2020

ERA
ART
EXPO
2020

Final Logo Design

What you are doing: Creating a logo design based on one of your sketches, that represent a part of you

What you'll need: Nice Paper, pencil, colored pencils (if you have them)

How you'll do it:

1. Choose the design that you want to do
2. Choose the medium and paper you would like to use (Colored Pencil or Marker)
    a. Cut paper down (NO SMALLER THAN 3x5)
3. Draw your design in pencil
4. Add color (no more than 3)
5. Add a clean outline

When you're finished: Take a picture and upload to the "Personal Logo" assignment - Due Wednesday 9/16 - work on your first sketchbook assignment