

LOGO DESIGN ASSIGNMENT

Select a company or organization to redesign their logo, or create a logo for a fictitious company

- STEP 1** Find 10 logos from the internet that represent companies similar to your company or organization.
- STEP 2** Complete the Creative Brief Worksheet and Creative Matrix
- STEP 3** Create 12 thumbnail drawings.
- STEP 4** Create a rough draft of your best thumbnail drawing
- STEP 5** Scan your rough draft and upload it to Illustrator (if needed)
- STEP 6** Trace the rough draft in Illustrator creating vector art for the finished logo
- STEP 7** Apply the finished logo to a variety of products

Criteria	Criteria	Grade
10 Competitor Logos	10	1-2 Not complete
Creative Brief	10	2-3 Poorly done
Creative Matrix	10	
Total out of 30		4-5 Complete with some mistakes
12 Thumbnails	10	7-8 Well done with minor mistakes
1 Rough Draft	10	9-10 Very well done
Quality of Illustrator Logo	10	
Total out of 30		

LOGO DESIGN Research

STEP 1 Find 10 logos from the internet that represent companies similar to your company or organization. Find them, organize them and put their images up on your website with a brief descriptions of what they are, the company or organization they represent and your opinion of the design. Make sure to get a decent cross-section of styles- you don't want to find 10 logos that have the exact same design ideas.

Sample:



CREATIVE BRIEF **Worksheet**

Which one of the two Bank of America logos is more appropriate?
How does knowing your client and the services they provide guide your decisions?

Bank of America



☆ *Bank of America* ☆

In order to create a successful design that meets your clients needs, you must first take the time to get to know your client and what their companies needs are. Below is a client brief that a design company uses when beginning a job for a client. Complete this worksheet for your client. (Although you are not the client, imagine that you are and complete the Creative Brief Worksheet.)

Project Summary

- * What type of product or service do you offer?
- * How long have you been in business?
- * What do you hope to accomplish with your new identity?
- * What are your long term goals?

Audience Profile (who is your target audience and what they care about.)

- * Please describe your existing audience.
- * Who would you like to add to your audience?

Perception / Tone / Guidelines How do you want your target audience to respond to your new logo

- * Do you have any colours in mind for your logo? (if so, why?)
- * Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo?

Communication Strategy How you intend to reach your targeted audience and what the overall message is

- * What is your tagline or slogan?
- * What is the overall message you are trying to convey to your target audience?
- * Where will your new logo be used?

Competitive Positioning What is it that makes you stand out from your competition?

- * Who are your competitors and what do you think about their logos?
- * List the competitive URLs (websites) if possible
- * What sets you apart from your competitors?

Targeted Message

- * State a single-minded word or phrase that will appropriately describe your company.

12 THUMBNAILS **Worksheet**

ROUGH DRAFT **Worksheet**

4"x 4"

