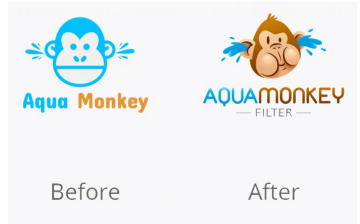




FIND A POOR LOGO& REDESIGN IT



Includes Florida Curriculum Criteria & Essential Learnings From:

01.0	BASIC COMMERCIAL ART KNOWLEDGE	13.0	APPROPRIATE MATH SKILLS
04.0	PROFICIENCY IN DESIGN SKILLS	08.0	PROFICIENCY IN ILLUSTRATION SKILLS
09.0	PROFICIENCY IN APPLIED DESIGN	12.0	APPROPRIATE COMMUNICATION SKILLS
10.0	PROFICIENCY IN COMPUTER SKILLS		

TASK: Locate a poor logo design and determine what would make it better.
Then, either redesign it completely or make it work better.

YOU WILL NEED TO:

1. Locate a logo which displays poor design
2. Define what is wrong with it. Describe the problem and detail your solution.
3. Create 3 color thumbnail sketches of your revision ideas (2 points)
4. Redesign it entirely or use the existing artwork to make it work
5. Create a final revision in Photoshop. Size is 8" x 8". 300dpi resolution. (2 points)
6. Save it for web as a .png and crop it to scale.
7. Title it as Bad Logo Redesign_Your Name (1 points)

OUTCOME:

Students utilize creative brainstorming, critical thinking, sketching, internet research, math proportions, computer software, critique



RESOURCES:

Students utilize creative brainstorming, critical thinking, sketching, internet research, math proportions, computer software, critique

- [Hi Resolution Logos](#)

PRE-PRODUCTION

Brainstorm and gather information related to your logo

1. Determine what kind of logo you'd like to work with.
2. Gather a [design styles example sheet](#) for like logos.
3. Visit the businesses Website for any menu tips, words, information that could inspire a design
4. Sketch a minimum of three color thumbnail sketch ideas for your logo
5. Critique with Mr. Juul
6. Either make recommended changes, start again or proceed to production

PRODUCTION & POST PRODUCTION

Production.

1. Using Photoshop for concept art create your logo redo
2. Demonstrate a clear design style and one of the three logo styles discussed.
3. Once you have these finished, peer critique process.
4. Either make recommended changes, start again or proceed to your final artwork.

Post Production

1. You will be asked to save our final as a .png. Print this. Save this as a .png file.

Grading Rubric – 3 points

An **A** grade will look like: 3 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 2 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 1 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: .50 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.