



PROJECT: Redo Your Personal Or Business Logo

MEETS FLORIDA STANDARDS:

01.0	Demonstrate proficiency w elements & principles of design.	08.0	Demonstrate an understanding of employability in commercial art and graphic media.
02.0	Demonstrate proficiency in art and design skills.	09.0	Demonstrate an understanding of entrepreneurship.
03.0	Demonstrate an understanding of type design.	10.0	Demonstrate proficiency in website planning and the design process.
04.0	Demonstrate proficiency in layout.	13.0	Incorporate images and graphical formatting on a webpage.
05.0	Demonstrate proficiency in applied design.		
06.0	Demonstrate proficiency in graphic art computer skills.		
07.0	Demonstrate proficiency in graphic production.		

DESIGN CHALLENGE: Recreate Your Personal or Business Logo As A Vector

- Last year each of you designed a logo for a business you'd like to be running in ten years. Your job is to recreate that logo in vector format. Update and correct anything of interest you would like to change.

Check the website for other specifics as they are available.

WORK FLOW

- Concept sketches (*if you're redoing your logo from scratch*)
- Critique and feedback any major changes or new ideas with Mr. Juul
- Adobe Illustrator. The final needs to be a .ai file
- When complete, save a before and after. Upload into Focus.

RESOURCES

- [Converting .jpg logos to Vector](#) *Video*
- [Converting .jpg to Vector – 3 Unique Ways](#) *Video*
- [Designing A Logo – Adobe Illustrator Tutorials](#)

OUTCOME

Students will practice the Design Process, Concept Sketching, Logo Design, Use of Adobe industry Software. Students will also be responsible for representing their logos to possible advisory members.

PRE-PRODUCTION

Determine what needs to be redone, rethought, etc.

1. Does the logo still work for you? Have you a better idea?
2. What skills do you have now that could improve upon your design?

PRODUCTION & POST PRODUCTION

Production

1. Using Adobe Illustrator all the way, design your two best redesign ideas.
2. Once you have these finished, peer critique process.
3. Either make recommended changes, start again or proceed to your final artwork / logo

Post-Production

1. Upload a .AI file of your **Before (.jpeg Original)** Logo vs **Your Remade (After)** Vector Logo.

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: 2.5 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: 2 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: 1 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.