

Logo ReDesign Project

Name:

Choose a current logo. Research ideas to support your NEW logo creation.

Create a new logo design based on an existing identifying logo that you feel needs an overhaul or updating.

Develop the logo in Adobe Illustrator and prepare a presentation board

Highlight

1. Old logo in color
2. History of old logo and its evolution over the years
3. New logo in color
4. Reason why you chose to revise this logo
5. Minimum of 3 applications using your new logo from the list below:
 - billboard
 - interior sign
 - exterior store sign
 - business card
 - shopping bag
 - car wrap
 - web ad/banner
 - advertisement
 - hangtag
 - app
 - any other advertising application

Be prepared to present your new logo and ideas on 3/10/17 Theme: School related

What to turn in:

1. 6 Thumbnail Sketches
2. Rough Layout: To size
3. Comprehensive layout: To size
4. Printed Mechanical: Printed with crop marks
5. Digital file
6. Rubric page

Advanced Graphics

Logo ReDesign Rubric

Student Name:

		Excellent	Good	Average	Below Average	Needs Improvement
Time on task	Class time used wisely and effectively	5	4	3	2	1
	Self-Motivated to work on project	5	4	3	2	1
	Cleaned up work area each day	5	4	3	2	1
	Due dates met	5	4	3	2	1
	Followed all directions	5	4	3	2	1
Technical Design	Use of Adobe Illustrator tools	5	4	3	2	1
	Clean/concise no stray points etc.	5	4	3	2	1
	Manipulation of letter shapes	5	4	3	2	1
	Create custom color swatches for print/web etc.	5	4	3	2	1
	Is it Unique	5	4	3	2	1
	Is it Adaptable	5	4	3	2	1
	Is it Appropriate	5	4	3	2	1
	Is it Timeless	5	4	3	2	1
21 st Century Skills	Creativity: Demonstrate originality and inventiveness in your work and understand the real world limitations to your ideas	5	4	3	2	1
	Collaboration: Collaborate with peers within and outside of the classroom	5	4	3	2	1
	Critical thinking: Solve unfamiliar problems in innovative ways	5	4	3	2	1
	Communication: Articulate thoughts, ideas, and emotions effectively in a visual form	5	4	3	2	1
Logo Design	Awareness of the Elements and Principles of Design and incorporated them into project	5	4	3	2	1
	Student went above and beyond expectations	5	4	3	2	1
	Demonstrates experimentation, risk taking and ambition	5	4	3	2	1
	Design is developed beyond technical aspects	5	4	3	2	1
Requirement	Finished 6-9 Thumbnail sketches	5	4	3	2	1
	Finished the Rough layout	5	4	3	2	1
	Finished the Comprehensive Layout	5	4	3	2	1
Total Points Possible		120				
Total Points Received						

Notes: