

# Logos

## Project Overview

Logos can evoke immediate associations with companies or specific products. Organizations and corporations use logos to identify themselves and set up brands. A logo should be unique, functional, and versatile. In this project, students view sample logos and discuss color theory and design principles used in the logos. Students plan, create, and build a logo in Adobe Illustrator for use in other publications, such as business cards, menus, or advertisements. Students learn about file formats, resolution, and image size and select appropriate settings for a variety of final product scenarios.

*Student product:* Digital logos optimized for web, print, and video.

**Note:** Portions of this project align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: <sup>1,1</sup>

## Project Objectives

### Project management skills

- Planning and creating a logo
- Managing and organizing graphics elements and illustrations

### Design skills

- Understanding and employing design principles
- Understanding and employing color theory
- Identifying the difference in color modes
- Understanding color management
- Sketching
- Creating and editing graphical elements and illustrations
- Designing for a specific audience and purpose

### Research and communication skills

- Investigating logos
- Critiquing designs
- Communicating purpose and goal
- Communicating and presenting design decisions
- Giving feedback on a project

### Technical Skills

#### *Illustrator*

- Understanding the Adobe Illustrator workspace
- Using rulers, guides, grids, and artboards
- Creating vector artwork
- Drawing lines
- Painting
- Drawing and modifying shapes
- Using gradients

## Project Activities

- *Activity:* Design principles
- *Activity:* Getting started with Adobe Illustrator
- *Activity:* How to draw and add text with Adobe Illustrator
- *Activity:* Design project review and redesign
- *Activity:* Preparing images and graphics for web, print, and video
- *Activity:* Presenting design projects

## Background preparation resources

[Technical and content information](#)

[Keywords](#)

[ISTE NETS\\*S Standards for Students](#)

[Adobe Certified Associate objectives](#)

## Project Steps

1. Introduce students to the goals of the project.
  - Explore color theory and design principles.
  - Investigate selection, drawing, and painting tools in Adobe Illustrator.
  - Understand and incorporate graphic optimization strategies and file formats.
  - Identify aspects of redesign and its importance in the design process.

2. *Activity: Design principles*  
(Suggested time: 50–100 minutes)

ACA Exam Objectives: 2.3, 2.2, 2.3, 2.3, 2.2, 2.1, 2.3, 2.2, 2.3

Follow these steps to utilize this activity for this project:

- a. This activity introduces the concept of using design principles and typography to evaluate and inform design. Topics include color theory, layout, tone, and sustainable design.
  - b. Show students examples of print-, web-, and video-based logos and ask them to identify visual cues and design principles that help the logos stick in their minds. Discuss how symbols and representative graphics can take the place of text and serve as a logo that is appropriate for the organizations they represent.<sup>2.4</sup> Discuss how the designs reach the organization's target audience and meet the goals of the company or individual.<sup>1.1</sup>
3. Instruct students to select the person, group, or organization they will create their logo for and brainstorm a set of words and goals that best describe that person, group, or organization. Ask students to determine design principles they can use to evoke descriptive words as they sketch concepts for this logo on paper. Ask students to record their initial goals in the review and redesign worksheet from the *Review and redesign* activity.

4. *Activity: Getting started with Adobe Illustrator*  
(Suggested time: 50–100 minutes)

ACA Exam Objectives: 3.1, 3.2, 3.6, 3.7, 4.1, 4.2, 5.1

Follow these steps to utilize this activity for this project:

- a. Explain that Adobe Illustrator is commonly used to create vector artwork like that in logos. To prepare your students to build their logos, use this activity to introduce them to the interface, terminology, and basic panels in Illustrator.
- b. Demonstrate how to work with layers and swatches and how to export and save files.

5. *Activity:* How to draw and add text with Adobe Illustrator  
(Suggested time: 100-150 minutes)

ACA Exam Objectives: 2.2, 3.2, 3.4, 3.5, 4.2, 4.3, 4.5, 4.6

Follow these steps to utilize this activity for this project:

- a. Using the technical guides in this activity, introduce your students to the drawing, shape, and text tools in Illustrator.
- b. For this project, discuss possible canvas sizes for logos. Typical sizes are 79 x 51 pixels (very small), 150 x 25 pixels, 125 x 144 pixels, and 243 x 103 pixels.
- c. Ask students to use Adobe Illustrator to create their logo.

6. *Activity:* Design project review and redesign  
(Suggested time: 50 minutes)

ACA Exam Objectives: 1.1, 2.6, 1.1, 1.4, 1.1, 2.6, 1.1, 1.6, 1.1, 1.4, 1.1, 1.4

Follow these steps to utilize this activity for this project:

- a. Use this activity to teach your students how to engage in a formal review and redesign process to help them improve and expand their design skills.
- b. Ask students to individually review their own logos against their initial goals and intended design principles. After the review, allow students time to redesign their logos if needed.

7. *Activity:* Preparing images and graphics for web, print, and video  
(Suggested time: 50-100 minutes)

ACA Exam Objectives: 2.1, 3.3, 3.4, 5.1, 2.2, 3.7, 5.1

Follow these steps to utilize this activity for this project:

- a. Use this activity to teach your students about the following:
  - Graphic optimization
  - The importance of file formats
  - How to prepare documents for web, print, and video output
  - How to save preset settings
- b. Explain to students that they need to prepare multiple versions of their logos for use in color and in black-and-white printed documents, as well as for use on the web and in videos.
- c. Allow students time to prepare their logos for web, print, and video then save their settings as presets for future use.

8. *Activity:* Presenting design projects  
(Suggested time: 50-100 minutes)

ACA Exam Objectives: 2.6, 1.4, 2.6, 1.6, 1.4, 1.4

Follow these steps to utilize this activity for this project:

- a. Use this activity to teach your students how to present their work to an audience.
- b. Students should:
  - Include three versions of the logo in their presentation.
  - Explain their design decisions in creating each logo and their rationale for preparing the images for each medium (web, print, video), including the file type, size, and resolution for each version and situation.
  - Include explanations of any changes they made during the review and redesign stage.
  - Explain what they learned in the project and what they want to learn next.

## Extension Activities

You can extend the project in the following ways:

- *Design activity:* Ask students to explore the color schemes posted on Kuler: <http://kuler.adobe.com>. Ask students to, in small groups, select their favorite color scheme and articulate where they might use this color scheme.
- *Design challenge:* Select a student logo that incorporates complex colors and effects. Have the students in the class optimize this logo, trying to achieve a smaller file size than the creator's original web version while maintaining the look and quality of the logo. Ask students to vote on the versions to select the one with the best quality and the smallest file size.

## Assessment

This is a high level view of what student should create during this project. Refer to the assessment rubrics in each activity for more detailed/specific assessment rubrics for each part of the project.

	<b>0 - Does not meet expectations</b>	<b>3 - Meets expectations</b>	<b>5 - Exceeds expectations</b>
<b>Logo-content</b>	Absent or incomplete.	Logo communicates a purpose and goal for person, group, or organization it is designed for.	Logo clearly and effectively communicates a purpose and goal for person, group, or organization it is designed for.
<b>Logo for print - color</b>	Absent or incomplete.	Creates logo in appropriate file format and size for printing in color. Employs appropriate color theory and design principles.	Creates logo with a clear purpose and goal. The logo is in appropriate file format and size for print in color. Clearly and efficiently employs appropriate color theory and design principles.
<b>Logo for print - black &amp; white</b>	Absent or incomplete.	Creates logo in appropriate file format and size for printing in black & white.  Employs appropriate color theory and design principles.	Creates logo with a clear purpose and goal. The logo is in appropriate file format and size for print in black & white. Clearly and efficiently employs appropriate color theory and design principles.
<b>Logo for web</b>	Absent or incomplete.	Creates logo in appropriate file format and size for the web. Employs appropriate color theory and design principles.	Creates logo with a clear purpose and goal. The logo is in appropriate file format and size for the web. Clearly and efficiently employs appropriate color theory and design principles.
<b>Logo for video</b>	Absent or incomplete.	Creates logo in appropriate file format and size for video. Employs appropriate color theory and design principles.	Creates logo with a clear purpose and goal. The logo is in appropriate file format and size for video. Clearly and efficiently employs appropriate color theory and design principles.

## Background preparation resources

- To view video tutorials aligned with the skills required to complete this project, visit Adobe TV: <http://tv.adobe.com>.
- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: <http://edex.adobe.com/>
- For an overview of the interface and for more information on the technical aspects of *Adobe Illustrator*, see *Illustrator Help*.

## Logos

- You might want to download and prepare sample logos from the following kinds of organizations:
  - Nonprofit organizations
  - Large businesses
  - Small local businesses
  - Sports teams
  - Media organizations
  - Web-based companies
- A short article on making logo designs for websites: [www.webdesignfromscratch.com/web-design/logos/](http://www.webdesignfromscratch.com/web-design/logos/).
- Logo design blogs: <http://www.logodesignlove.com>, <http://logodesignerblog.com>, and <http://www.sportslogos.net/>.

## Keywords

- alignment
- balance
- bitmap
- brightness
- chroma
- CMYK
- color gamut
- color management
- color profiles
- color wheel
- file format
- harmony/proportion
- hue
- Image Trace
- Logo
- optimize
- pixels
- proximity/groupings
- redesign
- repetition
- resolution
- review
- RGB
- saturation
- shade
- tint
- tone
- vector
- white space

## ISTE NETS\*S Standards for Students

This project is aligned to the ISTE NETS\*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

### ISTE NETS\*S: Curriculum and Content Area Standards – NETS for Students

#### 1. Creativity and Innovation

Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology. Students:

- a. apply existing knowledge to generate new ideas, products, or processes.
- b. create original works as a means of personal or group expression.
- d. identify trends and forecast possibilities.

#### 2. Communication and Collaboration

Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others. Students:

- b. communicate information and ideas effectively to multiple audiences using a variety of media and formats

#### 3. Research and Information Retrieval

Students apply digital tools to gather, evaluate, and use information. Students:

- a. plan strategies to guide inquiry.
- b. locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
- c. evaluate and select information sources and digital tools based on the appropriateness to specific tasks

#### 4. Critical Thinking and Problem Solving

Students use critical thinking skills to plan and conduct research, manage projects, solve problems and make informed decisions using appropriate digital tools and resources. Students:

- a. identify and define authentic problems and significant questions for investigation.
- b. plan and manage activities to develop a solution or complete a project.
- d. use multiple processes and diverse perspectives to explore alternative solutions

#### 5. Digital Citizenship

Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior. Students:

- a. advocate and practice safe, legal, and responsible use of information and technology.
- b. exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
- c. demonstrate personal responsibility for lifelong learning.

## 6. Technology Operations and Concepts

Students demonstrate a sound understanding of technology concepts, systems, and operations. Students:

- a. understand and use technology systems.
- b. select and use applications effectively and productively.
- d. transfer current knowledge to learning of new technologies.

## Adobe Certified Associate Exam Objectives

### Adobe Certified Associate, Web Authoring objectives

- 1.1 Identify the purpose, audience, and audience needs for a website.
- 2.3 Demonstrate knowledge of page layout design concepts and principles.
- 2.6 Communicate with others (such as peers and clients) about design and content plans.

### Adobe Certified Associate, Visual Communication objectives

- 1.1 Identify the purpose, audience, and audience needs for preparing image(s).
- 1.4 Communicate with others (such as peers and clients) about design plans.
- 2.1 Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.
- 2.2 Demonstrate knowledge of design principles, elements, and image composition.
- 2.3 Demonstrate knowledge of typography.
- 3.3 Demonstrate knowledge of importing, exporting, organizing, and saving.
- 3.4 Demonstrate knowledge of producing and reusing images.
- 5.1 Demonstrate knowledge of preparing images for web, print, and video.

### Adobe Certified Associate, Video Communication objectives

- 1.1 Identify the purpose, audience, and audience needs for preparing video.
- 2.3 Demonstrate knowledge of visual techniques for enhancing video content.
- 2.6 Communicate with others (such as peers and clients) about design and content plans.

### Adobe Certified Associate, Interactive Media Communication objectives

- 1.1 Identify the purpose, audience, and audience needs for interactive media content.
- 1.6 Communicate with others (such as peers and clients) about design and content plans.
- 2.2 Demonstrate knowledge of design elements and principles.

## Adobe Certified Associate, Graphic Design & Illustration objectives

- 1.1 Identify the purpose, audience, and audience needs for preparing graphics.
- 1.4 Communicate with others (such as peers and clients) about design plans.
- 2.1 Demonstrate knowledge of design principles, elements, and graphic composition.
- 2.2 Demonstrate knowledge of graphic resolution, graphic size, and graphic file format for web, video, and print.
- 2.4 Demonstrate knowledge of the use of symbols and representative graphics.
- 3.1 Identify elements of the Illustrator user interface and demonstrate knowledge of their functions.
- 3.2 Use non-printing design tools in the interface.
- 3.3 Demonstrate an understanding of and select the appropriate features and options required to manage color, pattern, and gradient swatches.
- 3.4 Demonstrate an understanding of vector drawing concepts.
- 3.5 Demonstrate knowledge of how to work with brushes, symbols, graphic styles, and patterns.
- 3.6 Demonstrate knowledge of layers and masks.
- 3.7 Import, export, and save files.
- 4.1 Demonstrate knowledge of how to create documents.
- 4.2 Demonstrate knowledge of how to use drawing and shape tools.
- 4.3 Demonstrate knowledge of how to use type tools.
- 4.5 Demonstrate the ability to create realistic graphics.
- 4.6 Demonstrate knowledge of how to modify and transform objects.
- 5.1 Demonstrate knowledge of preparing graphics for web, print, and video.

## Adobe Certified Associate, Print & Digital Media Publication objectives

- 1.1 Identify the purpose, audience, and audience needs for preparing page layouts.
- 1.4 Communicate with others (such as peers and clients) about design plans.
- 2.2 Demonstrate knowledge of design principles, elements and page layout composition.
- 2.3 Demonstrate knowledge of typography.

### For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: <http://edex.adobe.com/>.



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