

Media Kit > Client Logo Assignment

Objective: Create 3 different logos using Adobe Photoshop.

Definition - A Logo is a combination of art and type. Its purpose is to give identity to a business, organization, or individual.

Directions: Make 3 different and unique logos.

Do:

- * Create original shapes, art, and designs
- * Make up a business
- * Combine techniques to make more interesting logos.
- * Look at designs of other logos.

Don't:

- * Use someone else's artwork, unless Public Domain
- * Use art from an existing business.
- * Use inappropriate themes

*** Logos should look good in **both** color and black and white.

(change MODE to see - Image > Mode > Grayscale)

Grading:

For full credit, EXACTLY FOLLOW for each of the following criteria

1. Commitment - Was time spent designing logos, or were they just "churned out?"
2. Presentation - Are logos presented in a neat and organized way that would appeal to a client? Do the logos look finished
3. Originality - Are your ideas your own. If you copied your idea, did you change it enough to make it your own work?
4. Skill - Do your designs show that you used the software to its full potential, or could you have done the same work with a crayon and brown paper bag?
5. Viewer impact - is it attractive, interesting, informative? Do I want to look at it? Is it visually pleasing, or intentionally disturbing? Does it "work?"
6. CMYK, 300 PPI resolution, transparency