

*Graphic Design 1*

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# Logo - Self Id

Mr. Galins

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*CLO - SWBAT...Using Adobe Illustrator, applying the Principles of Art, and using the design cycle, students will create a Black & White Self Id logo for their own personal use.*

*They will generate thumbnails, develop initial designs, gain peer feedback and deliver a logo based on their initials .*



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# What is a Logo?

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- ❖ A Logo is a design symbolizing ones organization
- ❖ You may also think of a Logo as a simple visual mark to identify your company product or service



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# What a Logo is Not?

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- ❖ A Logo is not a Brand
- ❖ Brand is a promise that the product will perform as per customer's expectations
- ❖ Personal Freedom



*Graphic Design One*

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# Your Logo

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You will rely on your Elements of Art to develop your own logo.

Your logo should use the initials of your name.

Your logo will need to be finalized in black & white

You will use Adobe Illustrator for your final end product



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## How Do I Start?

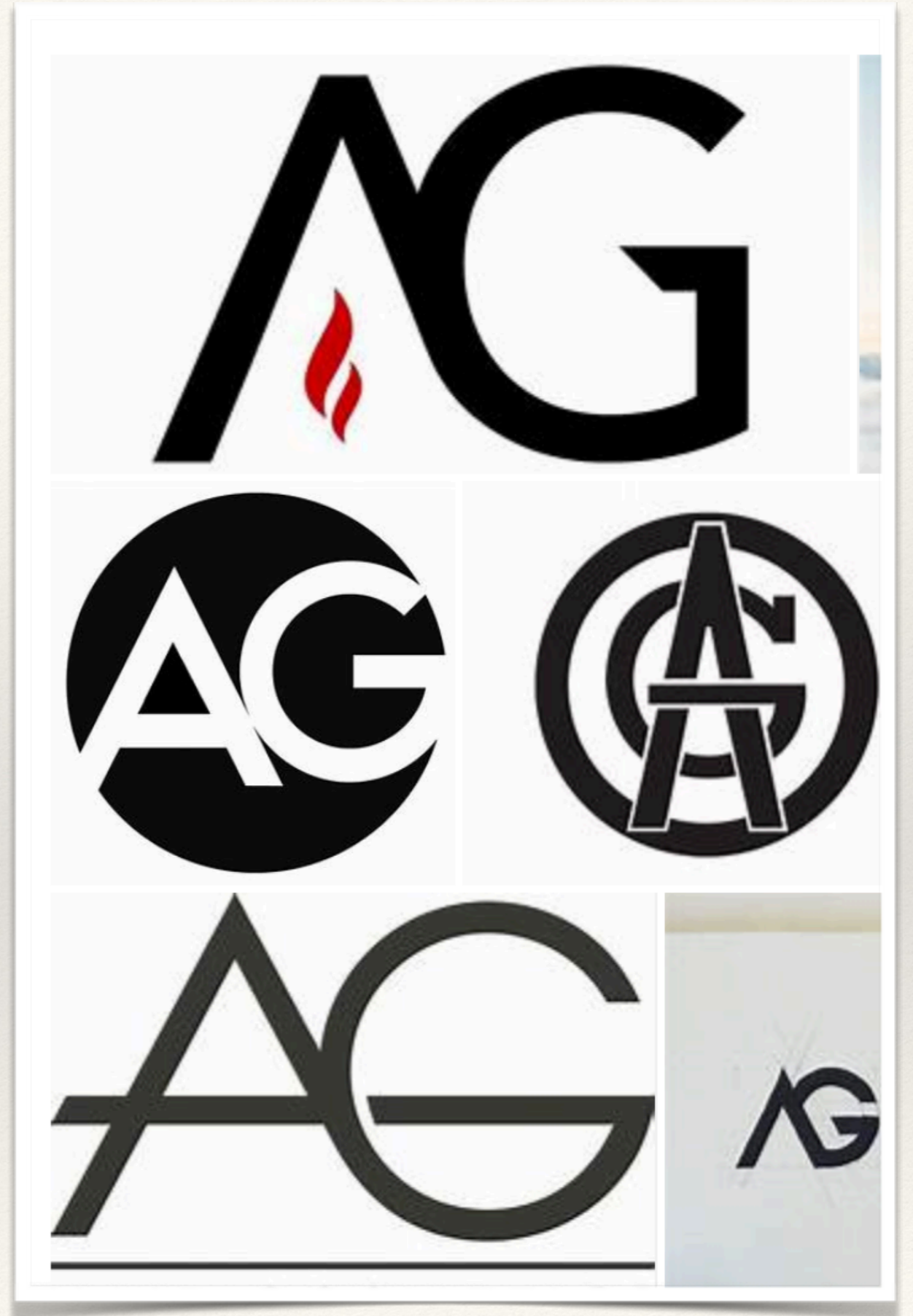
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Google your initials logo (ag logos)

Do not copy any design

Just getting some ideas floating in your head and get them down on your sheet

This is the first stage of the Design Cycle, Research.



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# Step One: Thumbnails

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- ❖ You MUST explore your ideas via thumbnail drawings
- ❖ You should be able to flush out one great idea from your sheet of drawings
- ❖ This is 50% your grade
- ❖ Due Wednesday



# Why Do Thumbnails?



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# Thumbnails

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- ❖ They're important because it's a beginning place for brainstorming ideas that will branch off the initial concept into something brilliant.
- ❖ If the message doesn't work in a sketch then how could it work in a final design?

Next, Initial Designs/Feedback

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# Step Two: Initial Design/Feedback

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- ❖ From your drawings you will start your initial design
- ❖ You will explore Adobe Illustrator
- ❖ Ask Me for Feedback
- ❖ This is 25% your grade
- ❖ Due Thursday

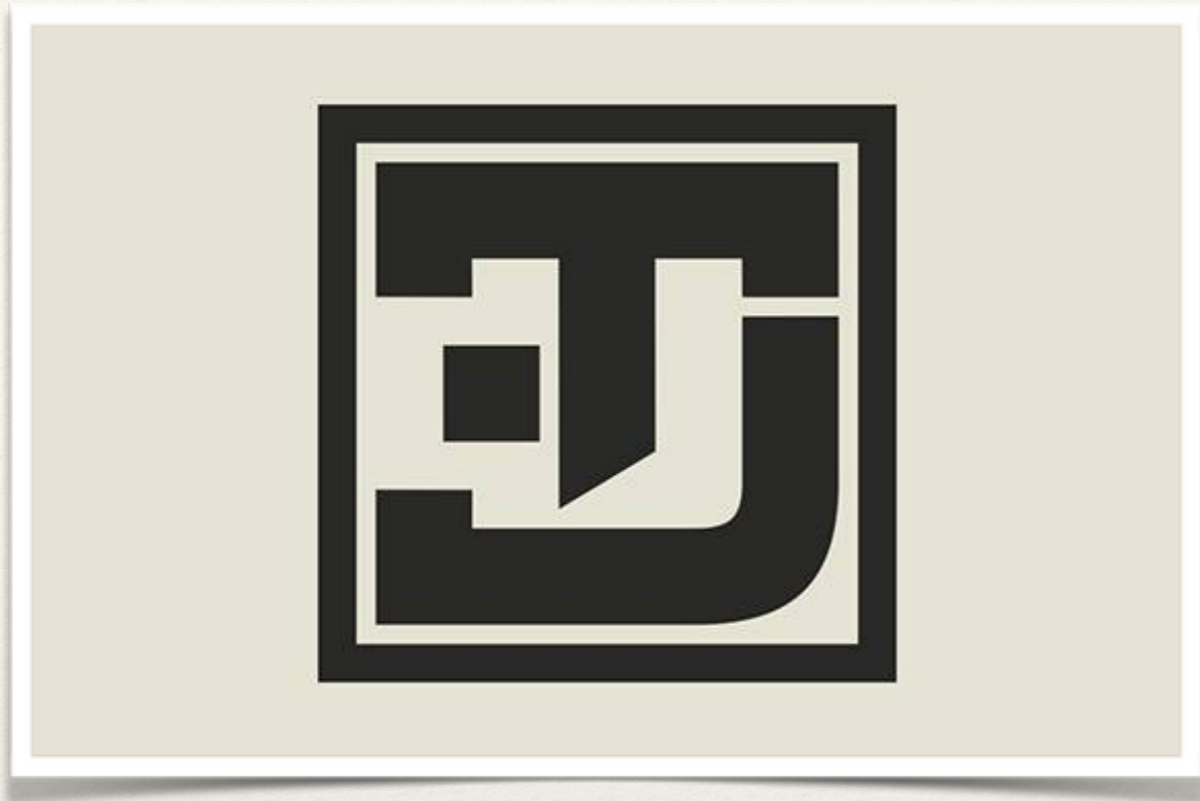


Logo Samples...

RG



TD







LUIS AFONSO



RAVINDER SURAH  
VISUAL ARTIST

SMF  
SARAH MAJID AL FUTTAIM



Yiota J Moschoyiannis  
MAKEUP | HAIR | SKIN ARTIST

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# Logo Due Dates

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- ❖ Wed. Feb 5th, Thumbnail Sheet Due
- ❖ Thursday, Feb 6th, Initial Designs / Feedback
- ❖ Friday, Feb 7th, Final File submitted

Questions?