Graphic Arts

Representative Logo - SBT

Type your name here: Class:

Directions: You've been hired by your to create a professional logo representing the client's own visual culture. Use the space below to capture the ideas and vision as you collaborate. Be sure to read the criteria and rubric.

This will count as a standard based task (100) points.

MA8.CN.2: Synthesize and relate knowledge and personal experiences to make art.

MA8.CR.2: Organize and develop artistic ideas and work.

Criteria:

1. Designing a logo (A logo is a visual symbol or design that identifies a company, product, or organization or individual. Think of this as a sticker). Do not change the size of the canvas on the template. These will be available to you in Google Classroom.
2. Graphic Artist must create a clear and concise message in the logo matching the client's idea board and responses below.
3. Graphic should include principles of design and incorporate a color palette, shape, form or typography in a cohesive and aesthetically pleasing to the client.
4. Graphic and client's idea board need to be attached to the SBT assignment in google classroom.
5. This paper needs to be completed and submitted as well.

Pre-Production Interview - You interview your client and put responses here.

Who is your client? _____

Brainstorming Questions	Ideas, Concepts, Messages meaning
What sports, hobbies or leisure activities do you enjoy? Ones that we should feature. This could also be tools you know how to use.	
What visual culture accessories do you feel make you an individual or unique? (clothing, bag, shoes, backpack, water bottle)	
Write down the Hex Codes for the colors they've selected.	
Write here the overall "look" of the logo and favicon. List some adjectives here from the client's description for what they want. Words like bold, natural, organic, eye catchy.	

Which shape or form should serve as the base of the logo and why?	
What are some fonts they selected? You can gather style indications by looking at these.	
Which principles of design should be used to best reflect your client?	
Another note from the client. Must Haves, Must Avoid etc.	

Rubrics

MA8.CN.2: Synthesize and relate knowledge and personal experiences to make art.

Distinguished	Proficient	Developing	Emerging
Student consistently applies the principles of design, following the clients requests and preferences. Student consistently utilizes skills taught in the google drawing software and from their own inferences from personal experiences to create a vision for the art. (25 - 23) points	Student mostly applies the principles of design, following the clients requests and preferences. Student mostly utilizes skills taught in the google drawing software and from their own inferences from personal experiences to create a vision for the art. (22 - 20) points	Student somewhat applies the principles of design. Student somewhat follows the idea board of client. Student uses some of the skills taught in the google drawing software and use some of their own personal experiences to create a vision for the art. (19 - 17) points	Student does not apply the principles of design although the attempt is made, the favicon and logo is incomplete or lacks concept or idea. Student does not consider the idea board of the client. Student does not really understand how to use the software. (16 - 10) points

MA8.CR.2: Organize and develop artistic ideas and work.

Distinguished	Proficient	Developing	Emerging
There is a clear and concise message, idea, or concept represented in the graphic logo and favicon. Logo and graphic appears clean and professional, ready to use. (25 - 23) points	There is a clear message, idea, or concept represented in the graphic logo and favicon. Logo and graphic appears clean and professional, ready to use. (22 - 20) points	There is not a clear indication of message, idea, or concept represented in the graphic logo and favicon. The graphic seems too simple or basic. (19 - 17) points	The graphic is incomplete or lacks concept or idea. The graphic is elementary level in nature. (16 - 10) points