



Graphic Design 2  
Logo Design  
Friday, May 1, 2020  
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Day Two: Application

**Objective/Learning Target:** After completing this activity, you will feel comfortable designing a logo, and recognizing good logo design.

**Requirements:** Pencil, paper. You may choose to also use colored pencils, markers, or a digital resource (if you have access).

**Bellringer/Warm Up:** Read [this short article](#) listing common traits of successful logos.

**Instructions:** What rules or suggestions does the article have in common with [yesterday's presentation](#)? Did the article offer anything new to consider?

Using the list of logos to be improved from yesterday, use the information that you have seen and read and consider how each logo could be improved. Select three of the logos that you feel you could easily improve and create thumbnails for each of the three improvements. Remember to use the rules and suggestions that have been featured in this lesson. You will need to defend your logo based on these later.

