



Graphic Design 2
Logo Design
Thursday, April 30, 2020
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Day One: Investigation

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: Consider various well-known logos (you may do an online search for this). Name three logos that you think are good, and three that you think could be better.

Instructions: View [this slideshow](#) describing what a logo is and what needs to be considered when designing one. Look at the six choices you listed earlier. Based on the information from the slideshow, Why would are strengths of the three good examples? What has been neglected in the three weaker examples that you listed? Find more examples of logos that you are familiar with that fail to follow all of the rules of the slideshow. Make a list of five to ten logos that you feel could be improved.

