



HS Graphic Design 2

Tuesday, May 5, 2020



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Bertoncin, Hopke, Messick & Stacy

Overall Lesson: **Logo Design**

Sub lesson for Tuesday, May 5: Color Theory in Logo Design

Resources needed: Pencil, paper and/or a computer/Chromebook

Learning Target:

Students will understand the role colors play in our emotional response and connect that to logo design.



Opening Exercise

- Find 5 logos either online or on products around your home and write down the first word that comes to mind that describes how that logo makes you feel.



Activity #1

- First, read [this](#) article.
- Then, look again at those 5 logos you found earlier and answer the following questions on your paper or a Google Doc:
 1. Do you think the first word that came to your mind when you looked at that logo was the reaction the company was going for? Why/why not?
 2. Did your reaction match the way the article says you should feel after seeing the color(s) of the logo? If not, how should it have made you feel, and why do you believe you didn't have that reaction?
 3. Knowing what you know about the product bearing the logo, how would you change the colors of the logo to generate the kind of response that *you* believe a person should have to that logo?



Activity #2

- Now, on paper, change the colors of the logo to those you described on question #3 of Activity #1. Then, in a short paragraph, reflect on whether or not your changes accomplished what you wanted them to.



Additional Resources

- [Color Psychology: Does It Affect How You Feel?](#)
- [The Psychology and Meaning of Colors](#)
- [The Know It All Guide To Color Psychology In Marketing + The Best Hex Chart](#)