



HS Graphic Design 2

Wednesday, May 6, 2020



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Bertoncin, Hopke, Messick & Stacy

Overall Lesson: Logo Design

Sub lesson for Wednesday, May 6: Shapes & Colors in Logos

Resources needed: Computer/Chromebook, colored pencils/crayons/markers and paper

Learning Target:

Students will understand the importance of shapes and colors in creating a logo that is recognizable and memorable.



Opening Exercise

- Find 5 logos either online or on products around your home that you haven't used before for any previous assignment. Set them aside. We'll come back to them.



Activity #1

- Read [this](#) about the Unevolved Brands project. The man behind it theorizes that famous logos are still recognizable even if they're simplified to just their colors and circles.
- Then, take [this](#) quiz to see how well you can identify brands that are “unevolved”.



Activity #2

- Return to the 5 logos you found at the beginning of this lesson. On paper, simplify them into just circles and their colors.
- Then, stand back and analyze them. Are they still recognizable? Why/why not?