



Elective Virtual Learning

7th & 8th Grade Multimedia

1st Project with Vectr: Create a Logo

April 9, 2020

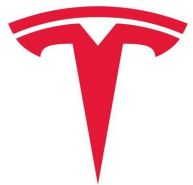
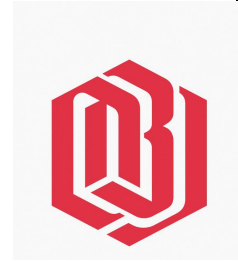
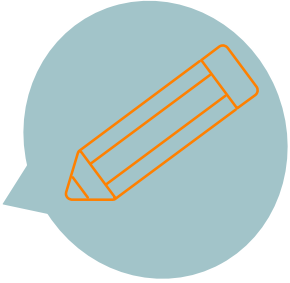


7th & 8th Grade Multimedia
Lesson: April 9, 2020

Objective/Learning Target:
**What is a Personal Brand & representing it as a Logo in
Vectr**

Warm-Ups:

Quickwrite: How many of the following brands can you identify?



This one's for Nowlin students!

Lesson Introduction/Background Information:

Self - Check: How did you do? ([Logo Answers](#))

While Brands have been around for a long time. The 1950s & 1960s saw a huge explosion which came from an increase in consumers good and packaged products.

In today's digital world branding has expanded even more in unique and creative product branding And **personal brandi** You may not realize it but just in having a digital or online presence, you have a **personal brand**.



Take a few moments to think about three words that describe you.
Write them down.

Then think what other people might use to describe you. Ask a family member or friend to describe you in three words.

Do they match? How could these words create YOUR Brand?

In this next Lesson you will be creating a personal Logo that represents YOU!

Practice:

Open Your Browser> Go To vectr.com

Watch the Video:

[Tools & Ideas for Creating your Own Logo](#)

In this video I will give a brief overview of using the pen and Pencil tools.
Pause the video when you need to practice any concepts I show.
This makes a good practice!

Continued Practice:

How Create a logo that represents your personal brand.
Use the tools you have learned so far to complete this.

Share any files you create. Write questions you have in your notes.

Don't know how to take a screenshot? Learn how [Here](#)

Self-Assessment:

- Share your design with your teacher & share your design with a family member
- Explain why you used the design for the logo you created. You can send this to your multimedia teacher or to me to share. I would love to see your awesome creations!



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