

A Logo For You

Objective: Discuss how logos are used to represent a business or other organization and the importance of a successful logo and apply their imagination, as well as their skills in art and design, to create a personal logo for themselves or a business.

Topics & Keywords for Discussion:

logo: a symbol made up of text and images that identifies a business or entity

Materials: Craft materials, including drawing paper and colored pencils or markers... (Optional)
Computer or other device, equipped with drawing or photo editing tools, and internet access

Opening Activity: Ask students to define the term *logo*. Accept their answers, and then define a *logo* as a picture or symbol used to represent an organization. Explain that logos are popular for companies, sports teams, schools, and government organizations. Have the class identify examples of logos, such as logos that are shown on their clothing.

Review the examples of logos that you prepared (attached). For each logo, ask students if they recognize the logo and what it stands for. Then have them describe each logo in detail. Encourage students to use single words to describe what the logo communicates, such as strength, fun, fierceness, adventure, or patriotism.

Core Activity: Tell students that today they will be designing their own logo. They may intend the logo to represent either themselves or a business they would like to run. Explain that the logos will not be graded or judged on neatness or artistry. The goal of the activity is to produce an idea for a logo, not a finished, perfected logo. Also, when the group reviews the logos, students can remain anonymous if they so choose.

Have students work individually. Encourage them to begin by thinking about the message they want their logo to convey and how they could use colors, shapes, or other features to communicate that message. Students may also draw sketches to develop their ideas. Allow students to construct their logos using whatever materials are available. For example, students may draw the logo with colored pencils or markers, cut and tape paper shapes together, or use computer drawing or photo software. Provide assistance to students as needed. If any student is especially frustrated by the activity, tell them they do not need to submit a logo for the group to review.

Reflection: When students have completed their work, or when time is up, gather together all of the logos. If students constructed an electronic logo, have them display it on a screen or transmit it to your device for display. Ask volunteers to claim their logo and to discuss its intended meaning or message. If the logo is intended for a business, ask the student to describe the business and the customers it would serve. Ask: Do you think your own personal logo would be useful, even without a business? How so? Why do you think many companies revise their logos from time to time or develop all-new logos? Do you think that all successful logos have features in common? Or can almost any type of design be used in a logo?

