Unit 1: Personal Identity Name Logo

Content Area: **Language Arts Literacy**
Course(s): **Art Experience, Design for Business and Industry**
Time Period: **September**
Length: **5 blocks**
Status: **Published**

Enduring Understandings

A creative name logo design can enhance a portfolio and when used on a resume or a letterhead, it can make an applicant memorable and different from other prospective employees.

An effective name logo design can create a professional image and illustrate the logo designer's talents simultaneously.

A logo is the single most important visible manifestation of a company's brand.

Effective logos are unique, comprehensible, and give some sense of meaning about a company and its services or a person and his/her abilities.

Logo designers have a myriad of decisions to make when creating a logo, including color, visual elements and typography.

Essential Questions

What are the characteristics of professional and effective logo design?

How do the art elements and principles of design play a role in effective logo design?

What companies have never changed their logo because their design is timeless?

How does professionalism in design determine how successful a logo design will be?

How does typeface play a large role in logo design?

How are logos related to branding?

Content

- Logo
- Layout
- Typography
- Font
- Art Elements (line, shape, color, texture, value and form)
- Principles of Design (balance, rhythm, unity, pattern)

Skills

Create a name logo design.

Demonstrate knowledge in the art elements and principles of design when developing a logo.

Demonstrate knowledge in a particular medium that will give the logo color, completeness and professionalism.

Serve as a test audience to peers and provide constructive criticism for improvements.

Resources

iPad Pros and Apple Pencils

Printer for Student Photos and Artwork

Standards

VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D	Visual Art
VPA.1.3.12.D.1	Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity.
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
VPA.1.4.12	All students will demonstrate and apply an understanding of arts philosophies, judgment, and analysis to works of art in dance, music, theatre, and visual art.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.