

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. |