Name:

Class: Digital Media Arts Date: 11/23/15

Graphic Design- Logo “Activity Mat”

**Explain what you learned about Logos:** *“A”=4-5 sentences, “B” = 3-2 sentences; “C”= 1-2 Sentences; “F’ = none*

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| **Why?**  Students will become familiar with the objectives and needs of a client (themselves) and develop logo designs based on those goals. | **When?**  You have 1.5 days to complete this Activity Mat based off the Power PT & Internet searches. Submit finished to Schoology for grading. | **Point to Ponder:**  Why do we want to keep logos simple if we can? |

**Key Terms:** Give definition of the vocab. Word and a graphic to match

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| **Key Term/Vocab.** | **Definition** | **Graphic(s)** |
| **Father of Modern Graphics** |  |  |
| **Serif Font** |  |  |
| **Sans Serif Font** |  |  |
| **What is a Logo** |  |  |
| **A “GOOD” Logo should be:** |  |  |
| **Golden Rules of Logo Design** |  |  |
| **“KISS”** | *Keep it simple silly* |  |
| **Scaleable** |  |  |
| **Descriptive Logos** |  |  |
| **Symbolic Logos** |  |  |
| **Importance of Colors** |  |  |
| **Importance of Fonts** |  |  |