**Design Your Own Logo**
**Investigate**

Name: _____

Date: _____

Before you create your own logo, you need to **investigate** what makes a great logo.

## Brainstorm

Use **Inspiration** to make a **mind map** to show as many aspects of yourself as possible. For example: What is your personality like? What are your hobbies? What are some of your favorite things? Where are some of your favorite places?

Make sure your mind map is **clear, well-organized, detailed and thorough**. Use grouping and formatting techniques to make your mind map clear and easily understandable. The more detailed your mind-map is, the better.

*Earn extra points:* Use advanced formatting and grouping features to make your mind map exceptionally clear to the viewer.

**IT Standard 3.1**: Demonstrate use of technology tools to enhance learning, increase productivity, and promote creativity.

## Research

**Look at 5 or more different logos** to discover what makes a successful logo.  You may use the internet, magazines, posters, or anywhere you can find a logo you like. Complete the **Logo Research** sheet to record your notes about these logos. We will use this sheet to determine the criteria for an excellent logo.

*Earn extra points:* Look at more than 5 logos. Include excellent details when completing the Logo Research sheet.

**IT Standard 1.2:** Demonstrate a sound understanding of basic operations and concepts of technology systems.
**IT Standard 5.1**: Demonstrate competence in the use of technology research tools.

## Practice

Experiment with **Freehand** to see how the software works. **Demonstrate** your understanding by completely filling in the Freehand worksheets.

*Earn extra points:* Include extra notes, in addition to the worksheets.

**IT Standard 3.1**: Demostrate use of technology tools to enhance learning, increase productivity, and promote creativity.

## Reflect

Type a **reflection** describing what you have learned during this part of the project:

❒  How will you use what you have learned to make an excellent logo that represents you?

❒  Which criteria from your Logo Research sheet will you include when you design your logo? Why did you choose to include these criteria?

*Earn extra points:* Include lots of details that show your understanding of logo design.

**IT Standard 6.1:** Demonstrate competence in the use of technology in problem-solving and decision-making.