

Multimedia Writing Exercise→ Logo/Market Analysis Scoring Rubric

This non-fiction writing assignment is worth 10 points. Information from your research should be included in your presentation for the *Illustrator Logo Project*.

This is a pre-project activity for the Adobe Illustrator Logo Project. Before creating three versions of a logo, you will demonstrate research in logo design in the industry, competing companies, etc., using visual examples obtained online. Then, write an analysis of those logos and how this will affect your design decision making for the project.

Please TYPE or PRINT neatly!

	0	Below 1	Good 2-3	Ideal 4
Describe	Not Present	The logos are not identified and the use of the vocabulary of the structures (elements) of design ineffectively describe the artwork	The logo is identified, but the use of the vocabulary of the structures (elements) of design ineffectively describe the artwork	The logos are identified (pictures); the vocabulary of the structures (elements) of design effectively and clearly describe the artwork
Topics to consider→ Incorporate vocabulary from the scoring guide including use of effects, fill/stroke/gradient, fonts, etc.				
Analyze/ Interpret	Not Present	Meaning of the logos or intent are <u>not</u> clearly discussed; faulty analysis about parts of design that would affect meaning or audience	Meaning of the logos are implied; changes that would affect meaning are not discussed as in depth as necessary	Meaning or intent of logos are clearly discussed—colors, fonts, shapes; changes to the logos that would be more appealing or would determine specific audience or tone are discussed (formality, etc.)
Application	Not Present	Hints at lessons learned from research, but not stated explicitly	Identifies things to avoid and discusses ideas generated from research on a small scale	Discusses how you intend to use your research in your logo design, including items to avoid

Name: _____ Total score ___/12

*** Example exemplary on reverse ***

Sample Logo/Market Analysis Response

For the Logo Project, I have decided to create a logo for the Spicy Cantina Mexican restaurant, a family-style restaurant on the city strip. Before beginning, I analyzed four logos from other Mexican restaurants including Chipotle, Nardo's Mexican Grill, Ochoa's and Cantita Zapata's.

I found all of these logos to have one common theme—all of them utilized red. My guess is that the reason has to do with the spicy, hot nature of Mexican food. I feel that I need to incorporate red in my final logo design as that appears to be a general industry standard.

One thing I really liked about the Chipotle logo was that it was simple and clean. The pepper icon was a nice touch, and having the word punched out of the red rounded rectangle looked classy. It gave me a feel of a sophisticated restaurant.

With the exception of the Chipotle logo, I felt the others used much more informal font choices. With Nardo's, for example, I feel like the font is almost too casual. Perhaps that particular restaurant is more of a party atmosphere or a much more laid back place than Chipotle.

Another common theme with all of the logos I selected was the use of a big "main" restaurant title word and then "Mexican grill" or a similar subtitle line. It draws better attention to the unique part of the restaurant name, and I intend to use this same format on my logo design for Spicy Cantina.

Finally, in looking at the artwork, I have decided to stay simple with my design. I like the simple pepper in the Chipotle and Nardo's logo. I feel the pirate-looking guy is a little too complicated and doesn't translate well in small formats like business cards. And, the sombrero looks neat, but the combination with the rebozo is just too much, in my opinion.

Overall, my hope is to create a clean looking logo that would look good in both small formats and large formats, that utilizes simple artwork with red in the design, and that highlights Spicy Cantina as a family friendly restaurant.

