

Adobe Illustrator Logo Project Scoring Guide

You will create and present the logos. The presentations will be uploaded to SchoolTube. Export/Save the Movie to DVD format and upload as → **Illustrator Logo Presentation by TDS** (use your initials)

First, do some investigating. Locate 3-5 similar product or company logos online. Try to find those that mimic the feel you might want for your logo. Look at the shapes used, styles of the logos, font choices, and color choices. Analyze those logos. **Write a summary of your findings** (you will utilize this summary in your presentation along with the visual presentation of the competing logos). *See separate scoring guide for this activity.*

Next, create your own logos—three versions. They should each have a unique look and feel. Vary fonts and colors as desired. See scoring guide and cover sheet for details and requirements.

As your logo pitch, you will create a “movie” to present your logos rather than standing up and giving a presentation. Record using Screencast-o-matic (save as AVI). However, you must go up and “play” the movie for the class when it is your turn to present. Presentations should be roughly 3-5 (not longer) minutes in length and address all items below, visually and orally:

Illustrator Logo Presentation Rubric

Prewrite and Presentation → Demonstrated research in logo design in the industry, competing companies, etc., using examples obtained online or in print **must show examples and discuss** _____/10

Presentation → Explains choice of fonts, colors, feel/emotion of using particular colors/fonts, why/how selected _____/10

Presentation → Explains why top logo was chosen over others and how it was created (tools/ effects/strokes/special brushes/gradients) and what type of feel you were going for (be specific and detailed) _____/15

Logos demonstrates a clear understanding of using shapes, the pathfinder and/or pen tools for creating shapes and artwork _____/10

Logos demonstrate a clear understanding of using special effects attractively (fx/appearance/filters/strokes) _____/5

Logo designs were well designed using appealing colors and shapes resulting in crisp clear and professional looking designs, while artistry and experimentation are evident. Requirements were included (write in below): _____/20

Note which logo(s) used the feature (only one required) →	<i>Logo A</i>	<i>Logo B</i>	<i>Logo C</i>
Gradient fill			
Text on a path or warped			
3D tools			

PowerPoint presentation has been tastefully decorated to complement the arrangement and color scheme of your logos. (Print slides as handouts to turn in, in color) --upload to SchoolTube _____/5

Name: _____

Points Earned: _____/75