

Studio Handout # 8

Advertising and Logos

Name: _____ Date: _____ Bell: _____

Subject: **My Logo**

Rubric: Explore how advertising artists use different typefaces and shapes to distinguish their products and catch our attention. Experiment with different ways to creatively draw typefaces and graphics with different lines, shapes, outlines and symbols. Express your uniqueness by designing your own typeface then creating a logo of your name; it may include a graphic.

Vocabulary: typeface, logo, diagonal, horizontal, vertical, rounded, angular, graphics, outline

Materials: paper – construction, drawing and practice; colored pencils, black markers

Tools: rulers, compasses

Assignment # 8

Explore: View the PowerPoint Presentation “Advertising And Logos.” Find and neatly cut out ten (10) examples of advertising logos that use 10 different typefaces. You can use magazines or commercial web sites. Arrange the logos and glue them onto a piece of construction paper. Use tracing paper to copy each logo separately, being careful to capture all the details of lines (horizontal, vertical, diagonal) and shape (rounded, angular or combination). Write the definition of each vocabulary term in your grading journal.

Assignment # 9

Experiment: Choose two of the typeface styles to enlarge on graph paper. Draw the letters at least 3 inches tall. Choose one of the typefaces to create your name. Draw your name onto graph paper, using your chosen typeface. You may want to add interest to your name by how you arrange the letters – overlap, rotate, stack, place in a row – or by outlining, or adding graphics or extensions.

Assignment # 10

Express: From your experiments, design your logo – the best combination that expresses you and your name. You may draw your name all in black and white and/or color. Carefully draw the design onto good drawing paper cut to 7x10.” Choose a color of construction paper for your frame and glue your logo to the frame. Complete your Grading Journal and have your conference with Ms. Rindsberg.