



Logo Design Activity



Overview

Graphic designers are responsible for enhancing the visual appeal of a variety of documents, advertisements, publications, and other types of print and digital documents. Graphic designers work with specialized software, using images, typography, print styles, and visual effects to communicate a particular message to their audience.

One important skillset that graphic designers must have is the ability to design an interesting and unique **logo** for a client. Today's activity will let us explore logo design for a fun client! We'll be using the following steps to complete a logo:



Brainstorm



Sketch



Add Text



Add Colour



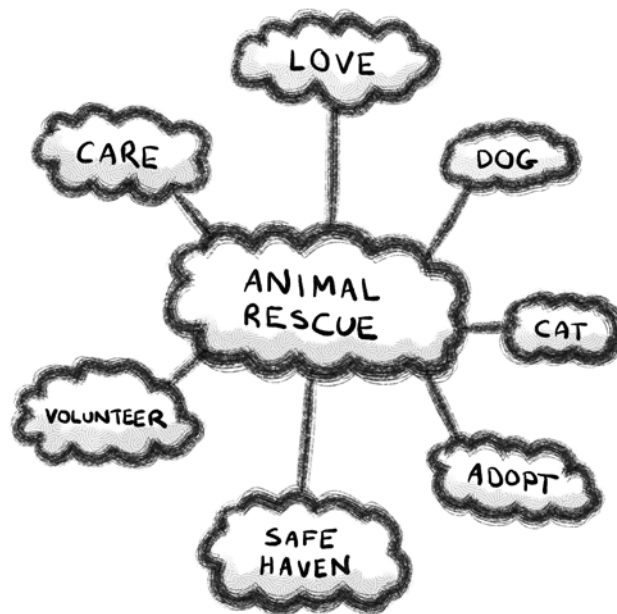
Get Feedback



Step 1: Brainstorm!

Add your own clouds to the mind map below with words that might inspire a logo for your new client. This might include nouns, adjectives, or verbs!

Our client for today's logo design is the **Happy Paws Animal Rescue**. They are looking for a logo that reflects their mission to provide all of their animals with safe, loving homes. They rescue all types of pets, including small animals, cats, dogs, reptiles, and birds.





Step 2: Sketch!

Fill the boxes below with quick logo idea sketches. Don't worry about colour or text right now. Are there ways that you can combine or simplify your imagery?



Step 3: Add Text!

Choose your favorite concept from Step 2 and add in some text with the name of the animal rescue. Which text styles do you think represent the client best?



Step 4: Add Colour!

It's time to get vibrant! Choose your favorite text style from Step 3 and combine it with your logo below. What colors do you think would be most effective? Use any art supplies you have available!



Step 5: Get Feedback!

Now that you have a finished logo concept, it's time to see what others think! Ask 3 different people for their thoughts on your logo, and record the feedback below.

Congratulations!

Use any remaining time to apply feedback and any last changes or additions to your logo. Show off your final design here!

Congratulations, you designed a logo!

