Logo Design

*Welcome*

# Here’s your introductory task to be completed ready for our first lesson.



**Aim**

**On completing this task, you will arrive to you first graphics lesson with knowledge about Pictogram Logos and some of their designers. You will also be ready to start work on designing your very own** Pictograms**.**

# Introduction

You are being asked to present an **A3 landscape** page (this can be done in word) with some written research (text boxes) and a collection of logo examples from the internet. Save your work on a memory stick so you can print it out in college. If you do not have a computer, you can still do the research on your phone, save the images and write some notes as an email. You can then use the college facilities to complete the presentation after the enrolment period ready for the first lesson. You should think about the visual presentation of your work as this will form the first page of your workbook.

# Stages

1. I would like you to research the correct meaning of what a logo is, what it is used for and why you think we need them. What was the first registered Logo?

Who is Rob Janoff, and what iconic pictogram did he design? What do you think about it and why?

1. Collect four more examples of iconic logo pictograms. Find out who designed them and write why you like them.
2. Collect more examples of pictograms and pattern logos. Decorate you page with them. 4- Collect and save around 20 photographs of animals (none domestic).

