

Design and Production Technique/10th grade

CONTENT: Design a Sign Logo in Zoo

Objective: Students will be able to design NAME OF THE ZOO and at least 3 different zoo sign logos with a map as a background using Adobe Illustrator. Students will learn various types of logo designs and follow the steps to process.

Process: You are asked to help them out by submitting design for:

- A new logo for the zoo
- Signage - specially for the Ape House, the Reptile House, The Great Cats, Restrooms, or Parking.
Pick any three of them at least!
Create your own sign logos.
Each sign logo needs need 4 Thumbnails, 1 Rough layout, and 1 Comprehensive layout.

Closure: Students will make a presentation about how they create sign logos and which software & tools they use to produce them.

ORGANIZER FOR CREATING LOGOS

NAME OF THE ZOO (use interlocking effect):

STEP#1 - Surf the Internet, and find out web site for the zoo sign logo. Find out the design you want to adapt and write your URL below.

STEP#2 - Think about colors, images, and text. Simplify the Images.

STEP#3 - Thumbnail sketches for logos, rough layout (use color pencil). - use other papers

STEP#4 - Start to create each logo using Adobe Illustrator. Scan and trace them.

STEP#5 - Print them

Other information I learned from this lecture:

Tool I used for this project: