LESSON PLAN Application Logo Design

Full Title: Creating a Logo for a mobile app
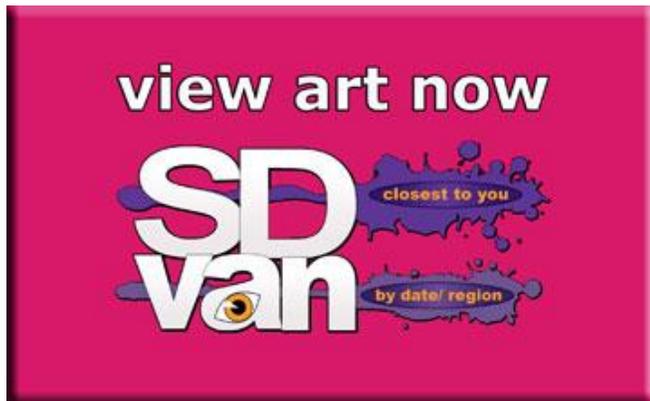**Grades:** 9-12
Medium: This lesson is adaptable to both creating by hand & using computer applications
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Class time required: About five class periods, which are an hour and a half long.
Sample sketches or products:

www.sdvan.net/app

OVERVIEW: This is a lesson in creating a graphic logo for a remote device application.

OBJECTIVES: This lesson should encourage students to push their creativity in using the design process to create a workable logo for a mobile device.

MATERIALS: If working by hand: pencils, paper, colored pencils or markers. If working on the computer: Photoshop and/or Illustrator, Wacom tablets (optional).

TEACHER PREPARATION: Teacher should prepare hand out on criteria for evaluation and have some easily recognizable logos to project to the class when starting instruction.

PROCEDURE:
- Students are first asked to find and share their favorite logo that is already in existence (this can be homework the night before).
- Discussions are held on what makes a successful logo for the web.
- Each student will decide on their own "business" (cupcakes, surfboards, animal hospital, etc.)
- Students will pick a partner (or teacher selects). Each student will create a logo for the other

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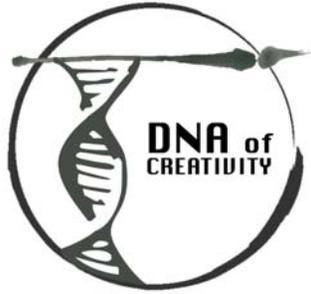
student's "business".

- Students will brainstorm ideas together first and create three thumbnail sketches.
- Each will then create an initial rough draft from that brainstorming session. The initial rough draft is presented but suggestions MUST be made for the 2nd rough draft.
- After the 2nd rough draft is presented, students then create a final draft with excellent craftsmanship.
- Students then present the logos to the class and discuss formal elements, as well as how they collaborated to achieve the desired logo. All brainstorming and sketches will be submitted with their final design and applied towards their grade.

TEACHER TIPS: Colors should be limited to three so that the finished logo is in keeping with industry standards. When using the computer as a medium, all hand-created or computerized ideas will also be submitted.

CA CONTENT STANDARDS: Artistic Perception: 1.3 Analyze their works of art as to personal direction and style., Creative Expression: 2.6 Present a universal concept in a multimedia work of art that demonstrates knowledge of technology skills., Aesthetic Valuing: 4.1 Describe the relationship involving the art maker (artist), the making (process), the artwork (product), and the viewer.

BIBLIOGRAPHY/WEBOGRAPHY:
Creative Design of Learning Experience, by Mayra Aixa Villar

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