

	Logo Name Design
Objective	Students will create an interesting, dynamic logo of their name. They will be required to use FreeScreenCast.com to create an instructional video of the tools they used. The students will use their logo and FreeScreenCast.com to present, explain, and describe their logo to the class.
Learning Environment	Students will work on their logo name designs in the graphic computer classroom. Each student will have their own computer, direction from the instructor and advice from their peers.
Types of Students	These students are 10 th grade high school students, the majority of which have a vast understanding of computers and some history of design principles.
Standards	This project meets the following Indiana State Standards: <ul style="list-style-type: none"> • Visual Literacy: H.3 • Visual Literacy: H.4 • Visual Literacy: H.5 • Creating Art: H.6 • Creating Art: H.7
Materials	Students will be using a computer, Adobe Illustrator, Adobe Photoshop, the internet, FreeScreenCast.com, and reference books available throughout the classroom.
Procedures	<ol style="list-style-type: none"> 1) Students will research successful logos. They will choose and print three of their favorite logos and post them around the classroom. 2) The class will discuss which they like, which they don't like, what makes some successful and what makes others unsuccessful. 3) Students will use their knowledge of successful logo design and create a sketch of the own name logo design. Their name could be a nickname, first, middle, last or a combination of those names. They will present their idea to the instructor to get it approved. 4) Students will use Adobe Illustrator and Adobe Photoshop to create and finalize their logo design. Students must remember to be sure to save frequently so it will be easier to demonstrate their tools on FreeScreenCast.com. 5) After students finish making their logo, they will print and matte their design. 6) Students will then use FreeScreenCast.com to create a demonstrational video between 1 and 3 minutes long that explains the main steps they took to create their logo. 7) Students will present their logo to the class. They will explain why they designed it the way they did and exactly what makes their design successful. They will then show their FreeScreenCast.com video that will explain how they created their logo in more detail. 8) Students will turn in their matted logo design and email their FreeScreenCast.com video to the instructor.
Application	During the presentations, students will be grading each other and giving constructive feedback to their peers. Students will also be required to grade themselves. After their logo designs are graded they will be returned to the student and placed in their portfolio to be later used in the exhibit.

Evaluation	Logo Research (3 favorites):	5 pts.
	Logo Research (discussion):	5 pts.
	Pre-design Sketch:	10 pts.
	Finalized logo design:	40 pts.
	FreeScreencast.com video:	10 pts.
	Final Presentation:	20 pts.
	Peer/Self Evaluation:	10 pts.
Total points available:		100 pts.