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Create your own logo



National Core Arts Anchor Standards

Creating

VA:Cr1.1.1a

Use multiple approaches to begin creative endeavors.

VA:Cr1.2.1a

Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art or design.

Connecting

VA:Cn10.1.1a

Document the process of developing ideas from early stages to fully elaborated ideas.

Introduction

Branding is everywhere, and in this lesson, students will examine why companies choose certain colors, shapes, and symbols for their logos to represent their brand. They'll do this by creating a personal brand for themselves while working on their self-awareness and relationship skills. Students will think about what makes them unique, discuss and share with others, create a personal logo to represent their "brand," and use that logo to create a work of art. Learning more about each student will help strengthen teacher-student and student-student relationships and help students build social and emotional skills.

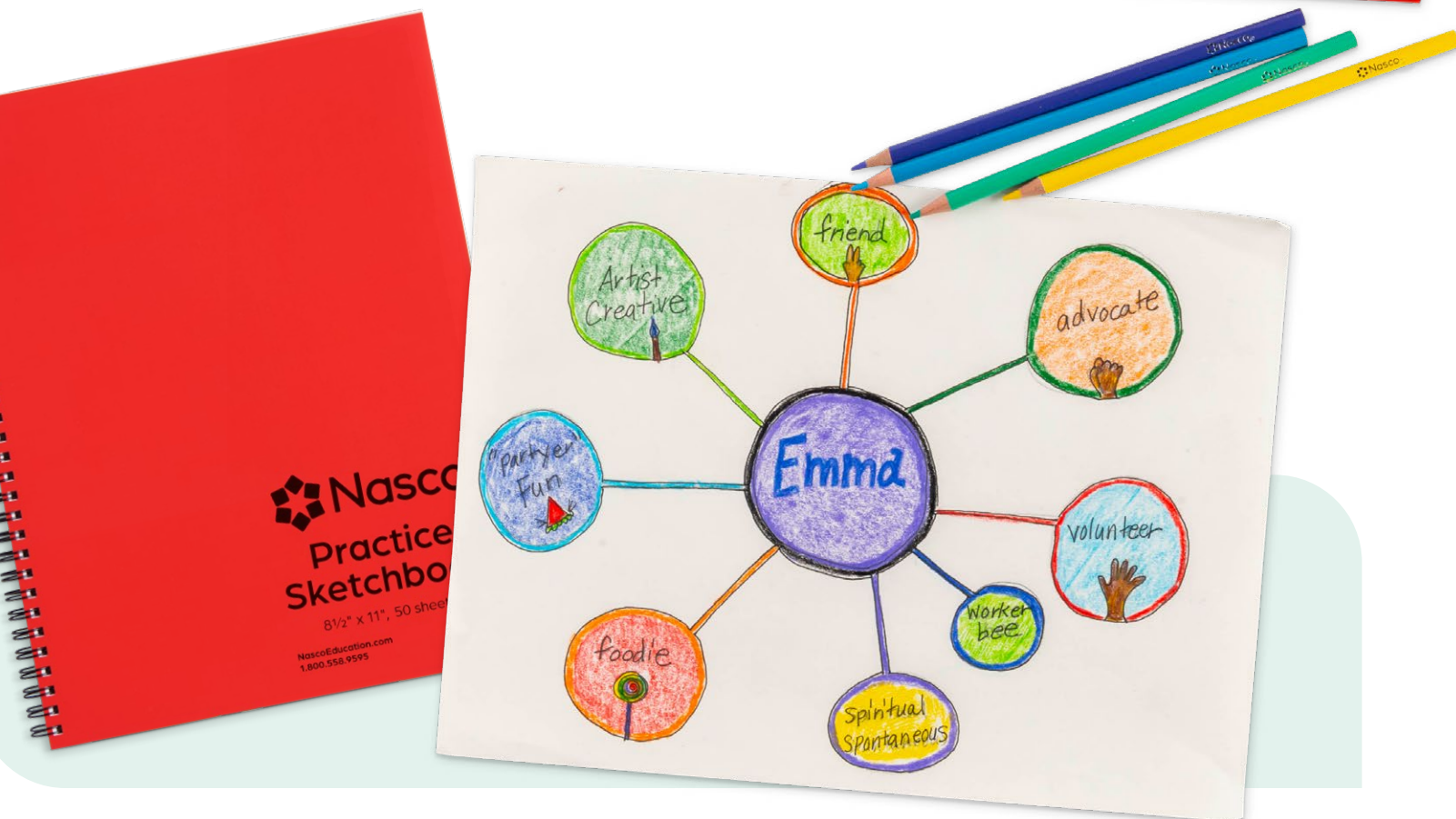
Objectives

Students will...

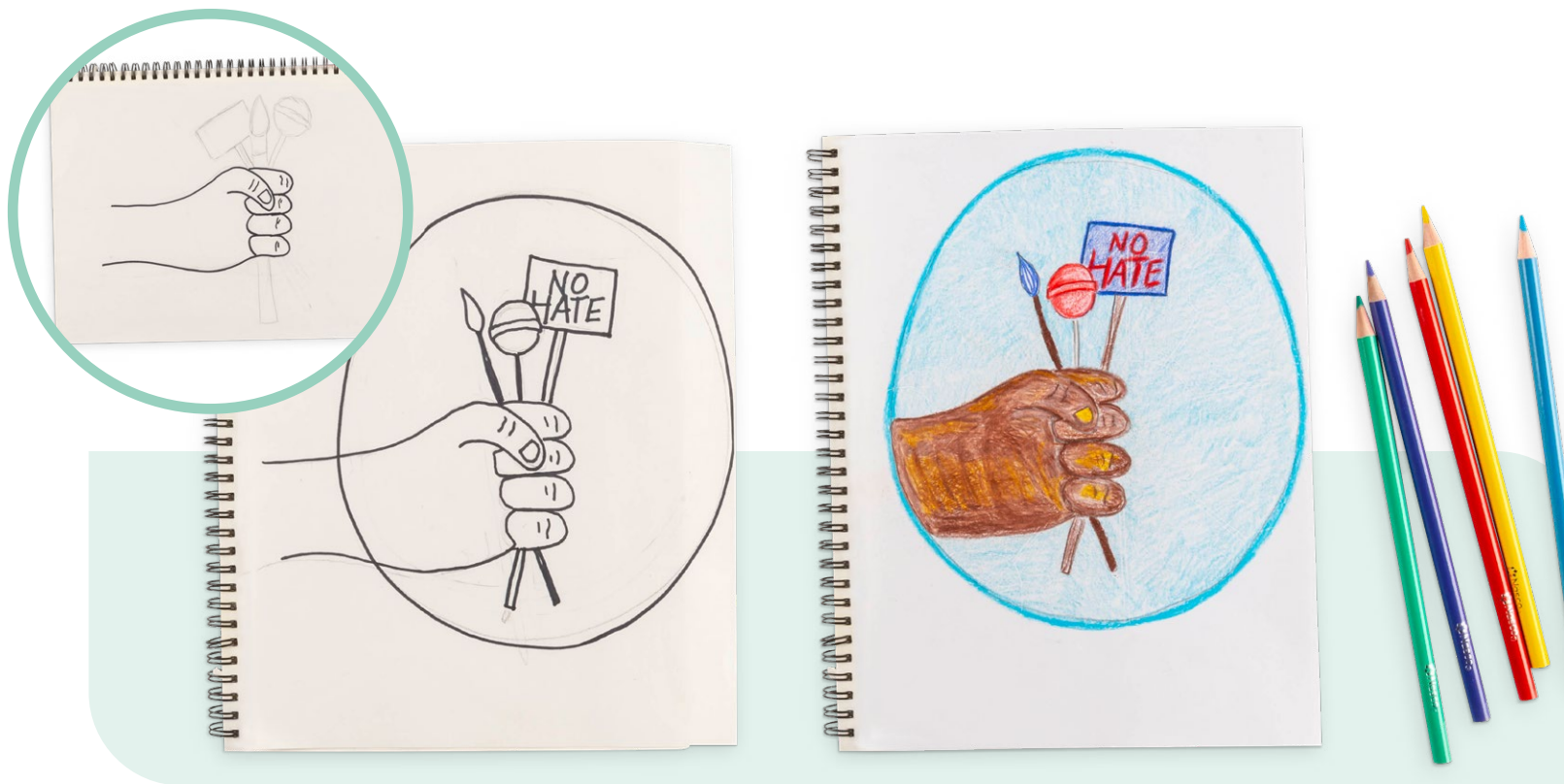
- Strengthen their self-awareness and relationship skills
- Create a mind map
- Create a personal logo
- Use their logo to create artwork or a product

Instructions

1. Introduce students to this lesson with a big question: Who am I? Have them write the question in their sketchbooks. Then give them two to five minutes to write down anything and everything they can think of that makes them who they are.
2. After students finish, have them share some of the things they wrote down. Discuss what makes them who they are.



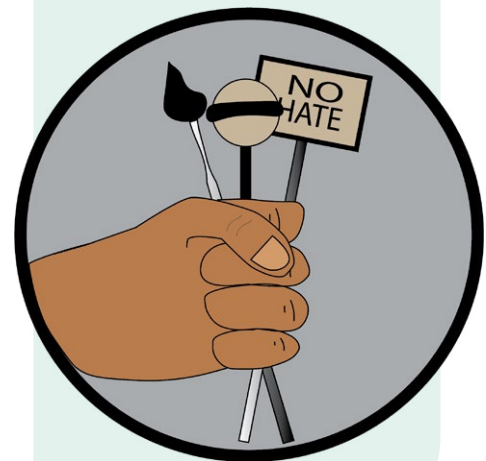
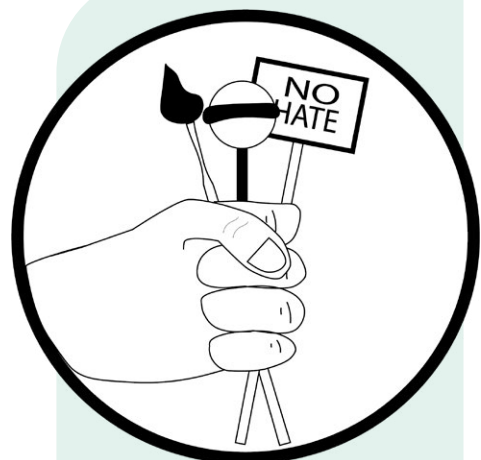
3. Next, have each student create a mind map with their name in the middle. The mind map can be created on paper with a pencil or colored pencils, painted, or digitally designed. Mind-mapping will help students expand on their initial thoughts (which are usually things like “someone’s child, student, basketball player”). If students are struggling to fill their pages, give suggestions for things that make them unique, such as dual-language speaker, volunteer, cares about kindness to animals.
4. Then, display some famous logos, as well as some local business logos. Discuss what works well and what doesn’t. Why are some logos a certain color? Look at the shapes and symbols they use. What was the designer trying to convey?
5. After your logo discussion, have students return to their mind map and pick out two to five words or phrases that most distinctly represent them. These are the ideas they will use to create their logos.



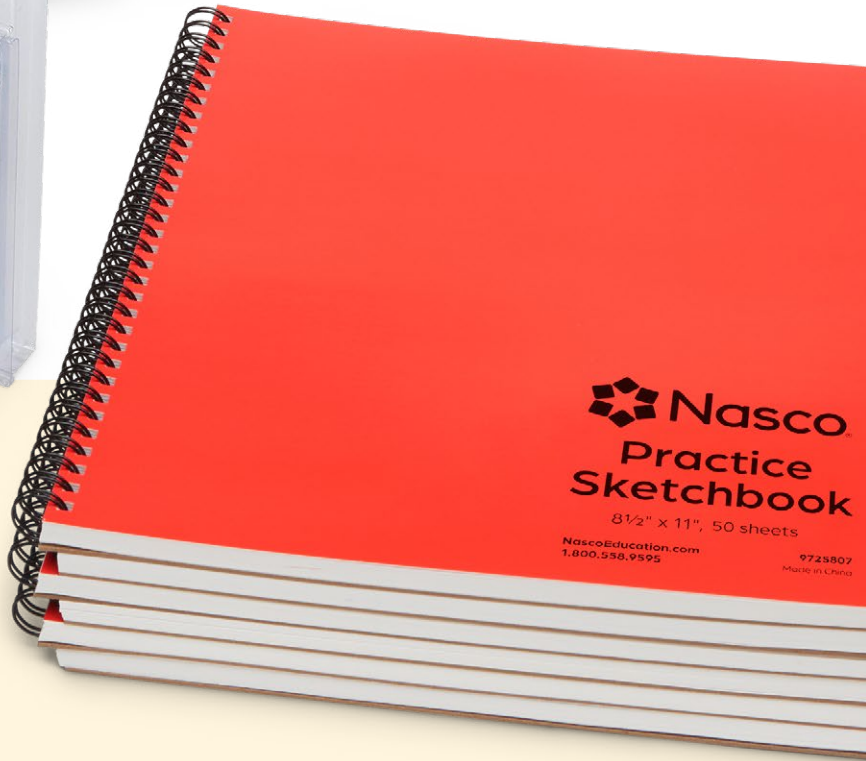
6. Next, have students brainstorm logo designs in their sketchbooks that represent them. Remind them that simplicity is key. How can they represent something with a color instead of a symbol? If they are a peaceful person, they could use calming colors like blues or greens. As they work, ask students to always be thinking, “How does this logo design separate me from others?”

7. Once students have their personal logo designs sketched out, have them incorporate their logo into a piece of art or create a product to highlight their “brand.” Here are a few ideas (see the Materials List for what is needed):

- Create a painting, drawing, or other art piece using your logo.
- Use a 3D printer to create a keychain, earrings, or necklace with your logo on it.
- Use a vinyl cutter to create stickers with your logo. You can apply the stickers to your computer, locker, phone, notebooks, and more.
- Use a printer and labels to create stickers with your logo.
- Use a vinyl cutter to create branded clothing using iron-on vinyl.
- Use printable heat transfer paper to create branded clothing.



Nasco Drawing Pencils
Classroom Pack



Materials list

- Nasco Practice Sketchbooks (9742816)
- PRISMACOLOR™ Scholar™ Colored Pencils (9711276)
- Nasco Drawing Pencils Classroom Pack (9727144)
- Print 'N Press™ Iron-On Transfer Paper (WA19738)
- Ink-Jet Heat Transfer Paper, Dark (9719704)
- Avery® TrueBlock® Laser Printer Shipping Labels (BE01311)