

## Personal LOGO Creation

1. You are asked to design a corporate identity for yourself based on the premise that you will be a graphic designer. This will include the following:

- **5 media elements (brainstorming) of your personal logo**
- **2 Logo designs (Adobe Photoshop Elements 5.0)**

The following criteria outlines how this assignment will be organized (you will be given a rubric describing how the work will be marked):

### STEP 1 – Required information

Your corporate identity must incorporate an understanding of colour theory, incorporate the history of your name, your favourite colour, and something that best defines you, i.e., Steve never leaves home without his longboard, therefore Steve will incorporate the longboard into his logo. You will need to create an effective graphic for your advertising firm.

### STEP 2 – Brainstorming

Collect at least 5 images and ideas in your media folder. This is going to be a resource folder, for you to pull from. Practice manipulating these images, as you learn Adobe Photoshop.

### STEP 3 - Photoshop Compositions

**SAVE EVERY 5 MINUTES**

After you have worked on preliminary sketches and ideas based on the issues and objectives of Step 1, pair down these ideas to 2 workable “comps” which you will develop further. You will present these designs to the instructor to decide on the best choice. These should be designed in Adobe Photoshop Elements 5.0. Save these working comps in your D:drive/TGJ3M/Working on folder.

Save as **lastname\_workingcomp1.psd**

Save as **lastname\_workingcomp2.psd**

**Title: firstlastname\_logo**

Size: W - 3 inches X H - 3 inches

Resolution: 150 Pixels/Inch

Mode: RGB

Contents: Transparent

### STEP 4 - Final Design

Discuss your logos with Mr.Olson and choose 2 to create in Photoshop.

Save the final 2 logos in your D: drive/Final Photoshop folder.

Save as **lastname\_finallogo.psd** **AND**

Save as **lastname\_finallogo.jpg**

Choose 1 logo you will use for the remainder of the course and upload it onto your wiki website. Then burn your N:/drive onto your DVD-RW and submit it to Mr. Olson for marking.