PERSONAL LOGO LESSON PLAN

Lesson Plan Prepared by Thrive Collective, IG: @NYCThrive

GOALS

Thrive Collective provides project-based learning that teaches both art and life skills. To the extent possible, every lesson plan provides three clear goals—artistic learning, project participation and applicable life lesson. For this project, the goals include the following:

1. Artistic learning - This class will teach students to conceptualize an idea into a one frame design.
2. Project Participation - By the end of the class, students will complete a personal logo that represents them in some aspect. This can then be produced into a sticker for personal use.
3. Applicable life lesson - Students will learn how to simplify large ideas and how to translate the symbolism of images into a fuller context.

MATERIALS

Paper or tablet
Pencil, colored pencils, markers

EXPECTATIONS

For the majority of students, working on a logo project will be a completely new experience. They may not have a frame of reference for what it means to conceptualize, design and color a logo. Presenting students with the concept of conveying emotion through inanimate objects may be a challenge as some students have not been introduced to symbolism. However, through this lesson, students will explore the process for creating a logo that encourages their creativity.

WHAT TO SHOW

Artist: @artbykekoa
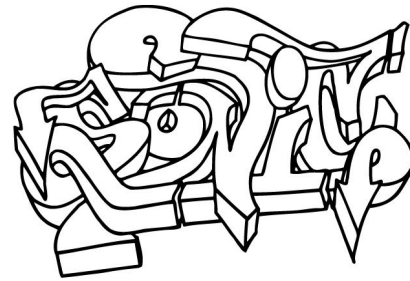
Artist: @sonicbadnyc

WHAT TO TELL

The primary focus of this lesson should be to create a space where students feel safe enough to take a risk and try something new. Explain to them why creating a personal logo is important. Taking time for self-reflection will help build a sense of self, explore uniqueness, develop confidence and increase clarity of their personality. Explore the question of how will this lesson influence their overall development as a person.

CLASS OUTLINE (50 Minutes)
PROJECT: PERSONAL LOGO
OBJECTIVE
This lesson will work on portraying emotions and feelings into artwork along with capturing an activity within one frame. Students will explain a story or concept within a small design. They will focus on main points to convey their message.

- Introduce students to the concept of logo design
- Students will create letters focused on evoking emotions
- Explore ways to incorporate an object/activity with the letters to show a cohesive design

STEP 1: Initial Sketches (10 minutes)
DEMO
Show students examples of logos with simple lettering, such as Facebook and Tumblr. Note the difference in styles that each company has while striving to maintain simplicity. Show students the King Kobra example from the lesson artist which was used for an independent comic book title. Feel free to include other examples of lettering logos from movies, corporations and graffiti. Not only do businesses create logos but individuals can as well. Ask students what message, emotion or feeling do each of the logos convey.

Show students examples of different ways to express letters. Ask students what stands out about different versions of "T" and what images come to mind when looking at them.

CLASS WORK

Have students explore various letter shapes based on their initials with the intention of evoking an emotion from the letters.

GROUP CHECK-IN

Choose a few students to present their work. Have them explain what they are trying to express and how they made their decisions. Invite students to give feedback on how they interpret the design.

Note: For students who are faster and more artful, invite them to draw out their entire name.

STEP 2: Activity Sketches (5 minutes)

DEMO

Have students draw an activity that they enjoy doing. Demonstrate how to draw some of these elements on the board using basic, simple shapes. Ask students for ideas and show them how to visually represent the activity.

CLASS WORK

Students should explore various ways of drawing visual representations of enjoyable activities.

GROUP CHECK-IN

Encourage a few students to present their drawings. Ask the following questions to help them refine their ideas:
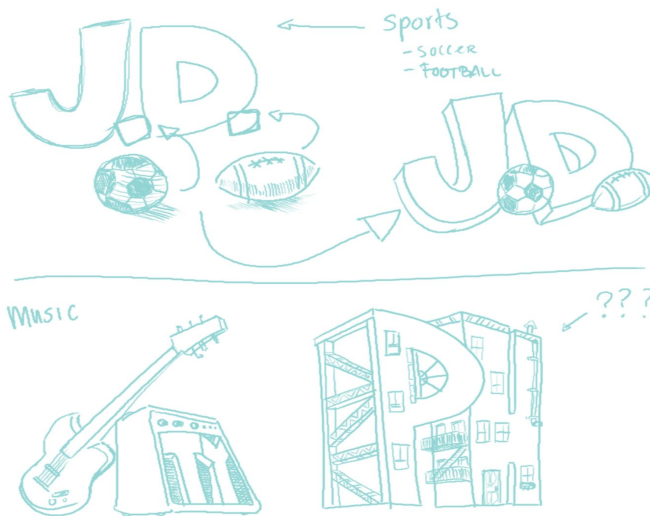- What is the activity represented?
- Why do you enjoy that particular activity?
- How does it make you feel?
- How have you conveyed that feeling through the drawing?

Note: This step should be quick sketches. Refinements can happen when students begin putting their activities and letters together for their final drawing.

STEP 3: Combining Elements (10 minutes)
DEMO

Show students how to combine the initials and object/activity into one cohesive design. This is presenting the concept of design and composition. You could also address other art fundamentals that overlap in the creation of your design.

CLASS WORK

On a new sheet of paper or on a tablet, have students begin a final version of their personal logo, combining their initials/word drawing with their object/activity drawing. This is also a chance for the students to revise and change elements.

GROUP CHECK-IN

Encourage a few students to present their drawings. Ask the following questions to help them explain their ideas:
- How did you combine both elements?
- What emotions are you trying to convey?
- What could help the design be even better?

Note: By the end of this step, the students should have a pencil drawing of their personal logo which they can color and finalize in the next step.

STEP 4: Conclusion (25 minutes)

DEMO

Show the Thrive Sports examples of final renditions of a logo that combines an activity with lettering. Briefly introduce new elements like line weight and color. Also show how each can influence a design. Line weight uses thick or thin lines to emphasize certain aspects of a design, similar to the way bold appears in text. A thin line can be used to simulate something far off in the distance, something in the shadows, etc. Using the same image that was shown for the line demo will help illustrate the goal of this lesson.

If time allows, show and describe examples of how color can influence a design using the information from "Designing for Engagement: How color, type and space can impact the mood of your design." Present color palettes like warm, cool and complementary. It is not necessary to go in depth with color theory but offering a few basic options will help students enhance their design.

CLASS WORK
Have students work on making a final black and white line rendering of their pencil sketch design. If time allows, they can begin coloring in their logos.

GROUP CHECK-IN
Find a couple of student examples and show the class how they used line weight in their design. Ask students the following questions to help them appreciate each other's creativity:
* How does the logo reflect individual personality?

- How does the design incorporate line weight or color?
- What do you feel when looking at the final logo?

Note: By the end of this class, students should have a fully colored, personal logo. This design can be scanned and lightly touched up (finish adding color, finish outline, simple clean-up, etc.) This digital finishing stage should take no longer than 5 minutes per design. The cleaned up logos will be presented back to the students. If the classroom is online, present them with digital files. Students can then print out their design on sticker paper.