Design a Logo

ACTIVITY:

The Problem:

Chevron wants to develop a logo to let others know about his work.

To immerse yourself in his problem, you could empathise with him by:

- ❖ Reading his story, *Catch On.*
- ❖ Imagining you are Chevron.
- ❖ Thinking about his world – his location, his friends, his personality.

Creation:

- Write down some words/ideas that could describe Chevron.
- Think about how these words/ideas could be portrayed in an art form.
- Decide on a format. Will you choose a physical object, a geometric pattern or some abstract concept?
- Start sketching.
- Choose a colour palette.
- Decide if you will add some text . . . letters, words or something quirky.
- Remember you can edit and redesign as many times as you like.

Performance:

- ➢ Assess your finished logo.
- ➢ Show it to your family/friends and ask for their feedback.
- ➢ Make adjustments, redesign, iron out any problems.
- ➢ Reassess and make adjustments as many times as you want.
- ➢ Finalize your logo.