

Rosie's Art Sessions- A Logo for You

Thing you will need.

- Paper
- Pencil
- Black pen
- Coloured pencils

Things to think about

A logo is a visual image that identifies a product, person, business, school, institution etc.

Think of the logo for your school, sport shoes, favourite clothing, shop or food outlet.

Graphic designers are the people who design logos. They work with ideas to inspire and inform us about our world through a visual image. An image that is visually simple, clear and memorable.

Steps to follow

1. Write down all the things you like.
2. The next step is to shorten the list to your favourite things.
3. Now make connections in the list. As an example, swimming or sailing, soccer and running.
4. Think of an image that could tie those two examples together. Water could be the visual image linking sailing and swimming and perhaps a ball for soccer and running.
5. Names or letters are often used in a logo.
6. Work to refine your image until it is simple and visually clear. This is not easy and may take some time and lots of thinking.
7. Sharpen the edges of lines or shapes you want to stand out.
8. Most logos have one or two colours or black and white.
9. This logo is unique and belongs to you.