

COURSE: COMP GRAPHICS II

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BELLWORK

Ask students to write down the name of a company that come time mind to mind when I say different descriptive words such as elegant, exhilarating, frugal, and content.

OBJECTIVES

Students will work with a partner to develop a new logo for a small business. Students will need to determine how the company is marketing itself and rebrand the company. Students will then create the new logo for the company.

MATERIALS NEEDED

Computer with Adobe Suite
Scratch Paper
Colored pencils

LESSON

Watch the Persuaders video segment on emotional marketing and the “Reptilian Response”

Show examples of changed logos

Discuss how colors and design affect emotional responses

Have students choose a small business and logo

Rebrand the business and change the logo

Students will utilize Flash, Illustrator and Photoshop to develop a logo that fits the brand image and can be used for business stationary, packaging and promotional items.

Evaluation

Partner evaluation form

Class rubric

CLOSURE AND LOOKING FORWARD (HOMEWORK TO BE ASSIGNED)

Team before and after logos with the new brand image will be presented in a PowerPoint for the classroom to share comments and provide feedback.