

Design and Technology Logo Design Challenge

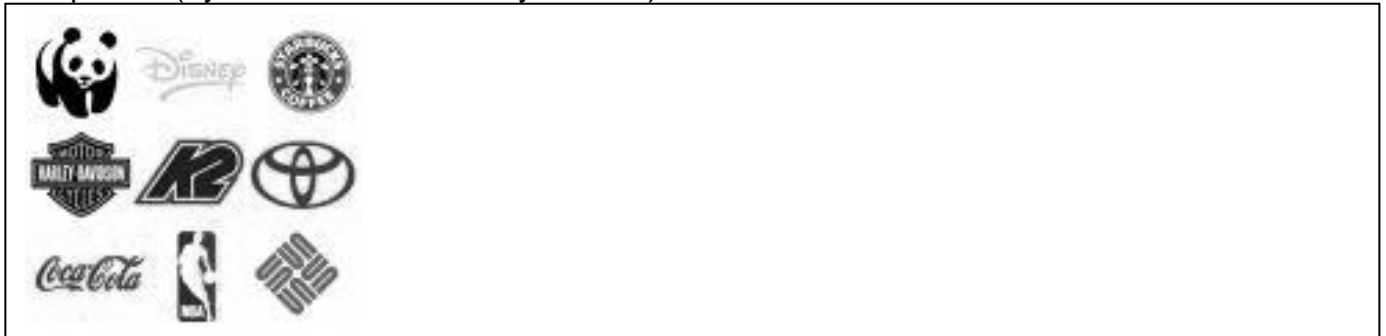
A company LOGO is very important as it is a symbol of success. Successful companies such as Microsoft, Nike, Reebok and many others rely on a logo to put over an image of achievement to the general public. If you log on to almost any website you will see a logo of some form representing the person or company responsible for the site.

CHALLENGE: I would like you to design a logo for the Design & Technology department to be used on everything the department produces, such as worksheets, letters and the school website.

BASIC RULES FOR A SUCCESSFUL LOGO

1. A successful logo is usually very simple in design.
2. The logo is easy to understand, even at a distance.
3. One or two colours are normally used.
4. Any writing is presented in a simple way and is easy to read.
5. A simple drawing or symbol is sometimes used.

TASK ONE: Fill the box below with as many EXISTING logos as you can from your favourite companies (try to add at least 10 of your own).



TASK TWO: Produce some initial ideas for the new DT logo, fill the box's with your ideas and add colour if that is part of your design (aim to design at least 6 different ideas).

Design idea 1	Design idea 2	Design idea 3
Design idea 4	Design idea 5	Design idea 6

TASK THREE: Pick the best two ideas and very neatly draw them in the boxes below.

IDEA 1

IDEA 2