

Valley Middle School

Mr. Podmers, Room TTC Lab

Logo Design

Animated GIF Design

Website Design/ Building

Product Development

Advertisement Design

Choose a company to rebrand (give it a new “face” and market it). You will then design a new logo, a website, a product, and an advertisement for the company throughout the trimester.

Scoring for Website Content and Design Elements:

0=not included, 1=poor, 2=average, 3=well done/above average

LOGO DESIGN:

[5 Principles of Good Logo Design](#)

[Good Logo Examples](#)

[Bad Logo Examples](#)

[Logos that Use Negative Space \(video\)](#)

Using the 5 principles of logo design, brainstorm ideas for your company’s new logo. Sketch ideas on paper using quick “thumbnail sketches.” [See examples here.](#) You need at LEAST 6 different or variations of logos for your company. Get them graded/checked by instructor, then make your final logo using GIMP 2. You CANNOT use anything copyrighted or ANY PART of the company’s original logo (which is copyrighted anyway).

- | | | |
|--|-------|------------|
| 1. 6 variations of logo sketches | _____ | /6 |
| 2. Final Logo made with GIMP 2
(represents 5 principles of logo design) | | |
| All parts are original/non-copyrighted | _____ | /20 |
| Logo Total | _____ | /26 |

WEBSITE DESIGN:

Using the website Weebly.com you will create a webpage for the company that you chose to rebrand. It WILL be accessible on the internet, so if you or a parent doesn’t want that, just don’t add personal info, pics, names, etc. You also have the option of NOT publishing it, so it is not accessible on the internet. You will be able to have your own website address (for example, oldschoolsk8boards.weebly.com, podmers.weebly.com). You will design multiple pages and add pictures, text, video, etc. USE THIS SHEET AS A CHECKLIST AS YOU GO ALONG TO ENSURE THAT YOU HAVE EVERYTHING INCLUDED ON YOUR WEBSITE.

Note: You need different headers at top of ALL pages:

Home page/1st page (pertaining to your company):

1. Header with at least 2 graphics (high-resolution) pertaining to company ____/6
2. Title under header or included in header (what is the page about
i.e. products, contact us, etc) ____/3
3. Introduction to the site (what is this site about?)
at least 75 words ____/3
4. High quality picture that relates to the product or services
of the company ____/3
5. Button with hyperlink to another website ____/3
6. Your logo has been included at top of page ____/3

NOTE: SAVE ALL PHOTOSHOP GRAPHICS AS GIFS (file: save for web: GIF)

2nd page (pertaining to your company)

1. DIFFERENT header with at least 2 graphics pertaining to company ____/6
2. Title under header or included in header ____/3
3. A picture gallery with at least 4 items or pictures ____/6
4. Text explaining objects, pictures, etc. ____/3
5. At least one different element and layout than home page (picture
gallery does NOT count) ____/3

Examples of elements:

- ~Blog
- ~Slide show
- ~Buttons
- ~YouTube video
- ~Poll/Survey
- ~Map
- ~Other

NOTE: SAVE ALL PHOTOSHOP GRAPHICS AS GIFS (file: save for web: GIF)

Webpage Total ____/42

Use of class time is graded as “participation” (4 pts per day)

Product Development:

Now that you have your logo and website done, you need to decide on a product that your company will sell. This can be a product that is original, or it can be any one of the products listed below, but either way, you will design the product and fabricate it in the Fab Lab. Once you have chosen your product, you will make a “mock-up” of the product in Photoshop. FOR EXAMPLE: If you chose to make a glass with your logo on it, you would find a glass on Google Images, ***and photoshop your logo onto it.*** Then save it, and put the picture on your site. **Do this for a total of 4 different products. You will only produce ONE of these in the FAB LAB though. All 4 pictures will go on your website though.**

Laser Engraver/Cutter Items: *Graphics should have VERY little detail and be B&W or grey scale (high contrast is best)*

- Coaster 3.5” diameter
- Keychain 3”x 3”
- Wooden Plaque 7”x 7”
- Small acrylic sign 4”x 8”
- Other laser engraved/cut items
- Google “Laser Engraver Projects” for more ideas

3D Printed Products

- Original 3D Printed item (size restrictions depending on availability of 3D printers)
- Keychain
- Ornament
- Other

Vinyl Cutter: *Graphics should have VERY little detail and be B&W or grey scale (high contrast is best)*

NOTE: GRAPHICS FOR THE VINYL CUTTER NEED TO BE HIGH CONTRAST i.e. B&W

- T-shirt or fabric item (e.g. dish towel, bandana, headband, etc.)
- Stencil
- Decal

Product Development Grading:

1. Mock-up of 4 different products with YOUR newly designed logo on each product
(AT LEAST one of the products needs to be fabricated in the FAB LAB: _____/12

2. 2 Products made in the FAB LAB _____/24

Product Development Total _____/36

Paper Advertisement:

Using Photoshop, you will make 2 original advertisements for your re-branded company and one of the products you developed for it. **Your advertisements must include your company's logo, a tagline or slogan for your company, a picture related to your product or service, and a "copyright date."**

~ You need to have **at least 4 layers and 4 effects**. Effects can include any of the tools under the "filter" drop down menu from the menu bar at the top of the screen, or under the "FX" at the bottom of the layers panel. EFFECTS can be used more than once, but THEY WILL ONLY COUNT AS ONE EFFECT.

~Use the different tools to make it look seamless and clean. Spend a lot of time cutting out your pictures neatly with the lasso, magic wand, and quick mask tools. Listed below are the criteria for the project.

Your advertisement must include:

	#1	#2
1. 4 or more layers:	____/4	____/4
2. At least 4 <i>different effects</i>	____/4	____/4
3. Size is 8.5 x 11 inches	____/2	____/2
4. <i>At least 2 graphics</i> (ex: background pic and subject)	____/6	____/6
5. Tagline/Slogan (original/made up by YOU)	____/4	____/4
6. Your Logo has been included	____/4	____/4
7. Copyright date, fake printing company name, etc	____/4	____/4

Quality of product:

8. Is the project seamless and clean? Does it look legit? Could you imagine seeing it on a billboard or in a magazine?	____/6	____/6
9. Is the project difficult/ challenging?	____/6	____/6

*****Use of class time is graded as participation separately**

40 per advertisement ____/40 ____/40

Advertisement Total: ____/80