Illustrator Logo Assignment
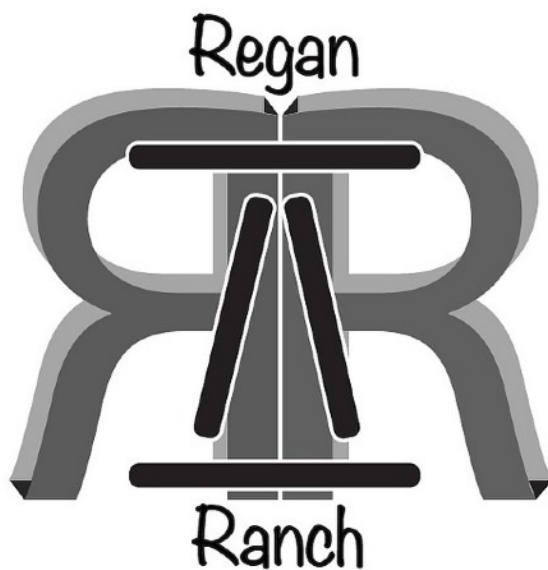

After completing the following assignment, you will be able to:

1. Use the creative process to brainstorm and refine ideas for a personal logo.
2. Prepare my ideas by sketching and refining sketches
3. Explore how WHAT I draw communicates my ideas.

***IF YOU DO NOT WANT TO DO A PERSONAL LOGO, YOU CAN DESIGN ONE FOR A BUSINESS IN O'NEILL OR FOR "O'NEILL HIGH SCHOOL DIGITAL MEDIA."
If none of these ideas appeal to you, you can pitch another idea to me to see if it will work for this project.

Here are businesses that have expressed an interest in a new logo design by our class:

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- **Stracke Realty** (real estate sales) https://strackerealty.com/ (Links to an external site.)
  Links to an external site.

- **Paper and Pencil** (accounting and bookkeeping)
- **6K Feeders** (For the 6K Feeders logo, a black cow would be great and to note Mike Kelly somewhere)
  Circle BK Farm & Ranch LLC (is more on farming than on ranching so don't add any livestock. Previously we've used black white and red for colors. Can add corn and/or soybeans but don't have to. Color-wise no pastels or neon colors.)

- **Holt County Visitors Committee** is in need of a logo also. We do not have one at all nor do we have a tag line. Would you want to see what the kids could come up with for that one also?

- **Washboard Laundromat**

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- **Guardian Security Services**

Here are logos that were done last year for the O'Neill Chamber of Commerce.

 (Links to an external site.)
Links to an external site.
Begin by watching the introduction videos below and/or the demonstrations in class. These videos are meant to get your acquainted with what logos are used for and how they are purposefully designed. Click on the title of the video so you're not looking at a tiny video on a big desktop browser.

Try watching this video on www.youtube.com

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After completing this assignment, you will be able to:

1. Create art with Adobe Illustrator.
2. Work on a logo like a pro.

For this culminating project for Unit 1 you will create a vector version of your personal logo! You will insert the hand drawn logo into an Illustrator document much like you did for your Sports Logo. You will then trace your logo using the tools in Illustrator.

I've included a presentation about how logos - both corporate and athletic - have changed through time.

 (Links to an external site.)
Links to an external site.

As you work on your project, think about these things:
1) What can someone tell about me from this logo?
2) Are my symbols effective in communicating something about myself?
3) How about the typeface that I chose?
4) Does the way I draw my logo help support the meaning?

Before turning in, clean up your document by deleting any unneeded paths and even the original hand drawn logo. Make your logo fill the page as much as possible.

Please turn in your logo in .PNG format in 300ppi with a white background. You must go to FILE > EXPORT to create a PNG format. Make your filename "Lastname_Firstname_Logo.png" See the YouTube video below for information on saving as a PNG. Feel free to skip to the 1:20 mark in that video.

Try watching this video on www.youtube.com