

Logo Design

Task:

To design a team Logo for your Formula Schools entry.

Introduction

A team's identity is important. Having a logo generates an instantly recognisable image that identifies what you stand for and who you are.

Research Section

What is a logo? What other logos exist like this already?

What is required from a logo?

How do we want to be represented?

Which colours are required?

Design section

Develop a solution that reflects the team.

Experiment with a variety of different type faces, colours and shapes

Discuss with the team what it is that they like and dislike.

Further development

After you have narrowed down your design, spend a little time working out how you are going to make it. Can you use vinyl graphics and ICT? Will you have to scan and print the final design? Can you use a graphics package like Corel draw to help further develop the design?

Manufacturing Section

Produce an initial mock up of the design and print it out and then evaluate it.

If you are going to have this design printed to fabric, you may need to find a printer and turn your graphic into a particular file type so that they can reproduce it. Contact a local printer to find out, or can you screen print in school or use a label making material on a plotter?

Health and Safety

If using printing inks, please refer to manufactures instruction. Take care and carry out appropriate risk assessment prior to printing.

Target Areas

KS 3 or 4

ART

ICT

Use of digital imagery and editing

GCSE Art and Graphic

Unit 3

Key Skills

IT

