



# WHAT ARE YOU DOING IN 10 YEARS LOGO

## Includes Florida Curriculum Criteria & Essential Learnings From:

01.0	BASIC COMMERCIAL ART KNOWLEDGE	12.0	APPROPRIATE COMMUNICATION_SKILLS
04.0	PROFICIENCY IN DESIGN SKILLS		PRIOR KNOWLEDGE USE
09.0	PROFICIENCY IN APPLIED DESIGN		CREATIVE WRITING SKILLS
10.0	PROFICIENCY IN COMPUTER SKILLS		DEDUCTION SKILLS
13.0	APPROPRIATE MATH SKILLS		COMPARE / CONTRAST SKILLS
08.0	PROFICIENCY IN ILLUSTRATION SKILLS		

## TASK:

Create a logo for whatever career you would like to find yourself in in 10 years from now. Create short description of what your business does. Include color and black & white versions of your final

## YOU WILL NEED TO:

### PRE-PRODUCTION

- ◆ Choose what you would like to be doing as a career in 10 years from now
- ◆ Find out everything you can about this profession
- ◆ Research as many logos as possible from this profession and create an 8 1/2" x 11" page with competitor and like logo styles. [Example Ice Cream Shops: Logo Styles.](#)
- ◆ Check out the examples shown in class

### PRODUCTION

- ◆ Create 5 color thumbnail sketches of your logo idea (1 points)
- ◆ Create and refine a rough draft to size (1 points)
- ◆ Do a critique with someone in class and Mr. Juul
- ◆ Create a final in Photoshop. I would suggest something like 6" x 6" . 300dpi resolution. (2 points)

### POST PRODUCTION

- ◆ Resize to fit and place one final in color and one in black and white on an 11" x 8" page
- ◆ Check the website for examples
- ◆ Save it as *10 Years Logo\_Your Name* in .png format. Upload to Focus. (1 points)

## OUTCOME:

Students utilize creative brainstorming, critical thinking, sketching, internet research, math proportions, computer software, critique. Students also visualize and plan for their own futures. Goalsetting.

## RESOURCES:

[200 personal logo design examples](#)

[Ice Cream Shops](#)

[Juul Arts.com Gallery](#)

