

# Illustrator & Photoshop Culminating Project

**Having assignments from business partners helps student connect with the real world and it adds value to the students as they prepare for the world of work.**

## *Disclaimer to students and business partners:*

The intent is not to take away from professionals in the industry of design or marketing. The intent is to give students the experience with working for a client and building relationships. It is also the intent to have students have some high school experiences that will help them determine their overall career field of endeavor. Gaining experience using Adobe Creative Cloud software, students will gain experiences that either help them enter the workforce or pursue a creative degree at the postsecondary level.

## Realistic Company Logo

**Choose from 1 of the 3 companies and create a realistic logo.**

- Utilize Illustrator for making the logo and Photoshop for manipulating images.
  - You may use online images as long as they are free of copyright.
  
- 1. Company 1—**Superior Credentialing Services**  
*How I explain what I do to people is: When a doctor sees a patient with insurance such as Medicare, Medicaid, BCBS, Avera, or United Healthcare to name a few, the provider has to be enrolled/credentialed with those insurance companies so that they can get paid by the insurance company. Enrolling/Credentialing is basically where the provider supplies the insurance company with all sorts of information about themselves: all their personal information, plus where they went to college, everywhere they have worked, all hospitals they have worked with, all their license information, and all types of questions about if they have ever done anything wrong legally or medically. Credentialing generally take 30-90 days for every different insurance company. Applications are generally 5-20 pages long. And while they generally ask the same information, they are all different.*
- 2. Company 2—**Athletic Experience (A.X)** (<http://qicomunity.weebly.com/healthandwellness.html>)
- 3. Company 3—**RC Melaleuca** (<http://www.melaleuca.info/about?culture=en-us>)

## Final Project Requirements

### **PART 1: 15 points**

1. Complete the Logo Brainstorming Packet.
2. Three thumbnail sketches of ideas.
  - Narrowed down to which logo is best through critique and your business partner preference.

### **PART 2: 60 points**

Create the company logo using Photoshop and Illustrator (see rubric below)

**Total Points Possible 75pts**

Name: \_\_\_\_\_ Period: \_\_\_\_ Date: \_\_\_\_\_

# LOGO BRAINSTORMING PACKET

## Step 1: Name

What name(s), word(s), or letter (s) that **must** appear in the logo? See the company work order agreement.

What name(s), word(s), or letter (s) **could** appear in the logo?

## Step 2: Images

What are some images that you associate with the business, person, or organization you are designing the logo for? (Example: coffee business-coffee beans, coffee cup, grinder)

## Step 3: Describing Words

What are some words you would use to describe the business, person, or organization you are designing the logo for? (example: strong, trustworthy, friendly, reliable, brilliant, creative, etc.)

## Step 4: Describing Images

What are some images you could associate with the describing words in Step 3? (example: brilliant – light bulb; friendly – smiling face; strong – weights, etc.)

## **Step 5: Logo Sketches**

Complete three final sketches that you will scan in and use as templates to create your final logo.

**Final Sketch: Logo Idea 1**

**Final Sketch: Logo Idea 2**

**Final Sketch: Logo Idea 3**

Name:

Period:

Class:

**Business Logo Culminating Project Rubric**

	Objectives	ADVANCED	PROFICIENT	BASIC	POOR	NEEDS WORK	DOESN'T WORK
		5 Points	4 Points	3 Points	2 Points	1 Point	0 Points
Concept	Students will create an effective logo design.	The student shows an <b>advanced understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>	The student shows a <b>proficient understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>	The student shows a <b>basic understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>	The student shows <b>some understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>	The student shows a <b>little understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>	The student shows logo design <b>does not show an understanding of creating a logo that is simple, timeless, unique, represents the company and appeals to the target audience.</b>
Presentation		The student shows an <b>advanced understanding of how to create an effective logo design using symbols and text using vector tools and photo manipulation.</b>	The student shows a <b>proficient understanding of how to create an effective logo design using symbols and text using vector tools and photo manipulation.</b>	The student shows a <b>basic understanding of how to create an effective logo design using symbols and text using vector tools and photo manipulation.</b>	The student shows <b>some understanding of how to create an effective logo design using symbols and text using vector tools and photo manipulation.</b>	The student shows <b>little understanding of how to create an effective logo design using symbols and text using vector tools and photo manipulation.</b>	The student shows logo design <b>does not create an effective logo design using symbols and text using vector tools and photo manipulation.</b>
Creativity/ Originality		The logo <b>clearly represents individual expression. Solution is very inventive.</b>	The logo <b>represents an average amount of individual expression. Demonstrates several inventive pieces.</b>	The logo <b>represents slight individual expression and some inventiveness.</b>	The logo <b>represents minimal individual expression and inventiveness.</b>	The logo <b>lacks evidence of individual expression and inventiveness.</b>	<b>Copyright violations!</b>
Quality of Logo	Demonstrate proper knowledge of the tools of industry, standard software for modification of digital images at a proficient or advanced skill level for preproduction, production and publishing.	The student shows <b>advanced skill in creating a high quality logo design.</b>	The student shows <b>proficient skill in creating a high quality logo design.</b>	The student shows <b>basic skill in creating a high quality logo design.</b>	The student shows <b>some skill in creating a high quality logo design.</b>	The student shows <b>little skill in creating a high quality logo design.</b>	The student's logo design is <b>not high quality.</b>
Knowledge of Software		The student demonstrates an <b>advanced knowledge of the standard software</b> to create and modify their work <b>with advanced incorporation of tools, concepts, styles, text, formatting, layers, effects...</b>	The student demonstrates a <b>proficient knowledge of the standard software</b> to create and modify their work <b>with proficient incorporation of tools, concepts, styles, text, formatting, layers, effects...</b>	The student demonstrates a <b>basic knowledge of the standard software</b> to create and modify their work <b>with advanced basic of tools, concepts, styles, text, formatting, layers, effects...</b>	The student demonstrates <b>some knowledge of the standard software</b> to create and modify their work <b>with poor incorporation of tools, concepts, styles, text, formatting, layers, effects...</b>	The student demonstrates <b>little knowledge of the standard software</b> to create and modify their work <b>with little to no incorporation of tools, concepts, styles, text, formatting, layers, effects...</b>	The student demonstrates <b>no knowledge of the standard software</b> to create and modify their work.
Daily Participation		The student put forth the effort required and used class time well.	The student put forth effort and used class time adequately.	The student put forth little effort; during class time worked partially on project.	The student put forth little effort; spent most class time socializing.	The student put forth minimal effort & the project was not fully completed; class time was not used well.	The student put forth no effort & the project was not fully completed.
Total							

**Total Points for Project /30**

## Partner Evaluation

CATEGORY	Exemplary	Proficient	Partially Proficient	Unsatisfactory	POINTS & Comments
<b>Focus on the task</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	_____/3
	Consistently stayed focused on the task and what needed to be accomplished.  Very self-directed. A true team member!	Focused on the task and what needed to be accomplished <b>most</b> of the time.  I could count on this person to work with me instead of socializing with others.	Focused on the task and what needed to be accomplished <b>some</b> of the time.  Partner needed to be urged or reminded to stay on-task.	Rarely focused on the task and what needed to be accomplished.  I did most of the work. I would not be there partner again.	
<b>Dependability and Shared Responsibility</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	_____/3
	Absent 0-1 day. If absent helped complete work outside of class.	Absent 2-3 days, but helped complete work outside of class.	Absent 2-3 days and did not work on the project outside of class.	Absent 3+ days and didn't work on the project outside of class.	
<b>Working with Others</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	_____/3
	Respectfully listened, interacted, and discussed the project during work time.	Respectfully listened and interacted.  <b>Rarely</b> gave new ideas.	Had <b>some</b> difficulty listening and discussing.  Tended to dominate interactions.	Had <b>great</b> difficulty listening, unwilling to consider other opinions. Tended to be rude at times.	
<b>Contributions</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	_____/3
	Provided useful ideas and gathered images, offered suggestions while participating in the group.  Contributed valuable knowledge and skills.  A definite leader who contributed a lot of effort.	Usually provided useful ideas and suggestions.  Contributed knowledge and skills for only part of the software applications.  Helped complete most of the assigned work.  A strong group member who tried hard!	Sometimes provided useful ideas and suggestions.  Contributed minimal amounts of knowledge and skills often relied on me to complete the work.  Completed most of the assignment when repeatedly asked.  A satisfactory group member who did the minimum.	Rarely provided useful ideas or suggestions. Often refused to participate.  Contributed very little and relied on me to complete the work.  Was not a good team member.	
<b>Attitude and Teamwork</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	_____/3
	<b>Always</b> had a positive attitude about the task(s) and the work of others.	<b>Often</b> had a positive attitude about the task(s) and the work of others.	Was <b>occasionally</b> critical of the project or the work of others.	Had a negative attitude about the task(s) and work of others.	
<b>TOTAL POINTS</b>					_____/15