My Logo

ACTIVITY: 'MY LOGO'

TIME: 15+ minutes
SIZE: Individuals
SPACE: For individuals to work
RESOURCES: Paper, pens, or computer

The aim is for students to consider positive aspects of themselves and then express these graphically.

The result should be an appreciation that self-worth can be bolstered through conscious effort.

1. Briefly discuss well-known corporate logos and what they convey/signify (e.g. Apple, Rolls Royce, Qantas). Why are logos important to companies? How do positive aspects of a company become associated with a logo? What considerations do designers take into account (e.g. look at Michael Bryce's design for the 2000 Olympics)?

2. Each student is to design his/her own logo. The logos should encapsulate qualities that they like about themselves. They perhaps need to list these qualities before deciding on things like form, colour, etc.

3. Ask students who are comfortable doing so to present their finished logos to the class along with their design rationale. Consider showing some of the logos to the class and having students try to guess their creator.

DISCUSSION SUGGESTIONS

*   If a stranger found your logo on a billboard, what are three things you'd like that person to interpret it to mean about you?

*   What did you think about when you started thinking about your logo?

*   Why are we sometimes better at isolating the negatives in ourselves rather than the positives? What steps can we take to overcome that mindset?

*   What surprises did you come up with about yourself?

*   How hard was it to make the final decision about the form of the logo? Why/why not?

*   Do logos remain fixed? Why do some remain unchanged for decades (e.g. BMW) and others change/evolve regularly (Qantas)? When or why would your logo change? What would those changes say about you?