LOGO PROJECT:

7th / 8th Elective: Computers

Fictitious business or personal logo…

You will need a "logo"… that is your job.

What is a logo?

Simply put, a logo is a name, symbol, or trademark of a company or organization. Logos can be made up of text that is configured in a unique way. Your logo can be an illustration with the center's name on or around the illustration. Or your logo can be a symbol. A logo may also be a combination of these, but its goal is always to project the company's intended image and keep the image SIMPLE.

How will we make our logo?

Today we are going to learn how to use simple clipart and word art to create computer logos.

Logo samples:

Your logo/business card will be graded on the following elements:

☐ Logo CONTAINS: 1) Word Art, 2) AutoShape and 3) simple clipart graphic

☐ Elements are **GROUPED** (right-click: Group) and elements are **ARRANGED** (Right-click: Arrange; bring to front/back) appropriately.

☐ LOGO DESIGN: Design and/or font easy to read, thought out, simple in nature, clear, crisp. Is the style unique, yet simple? Color: Do the colors look good together?

REQUIRED TASKS:

GETTING your GRAPHIC:
Insert → Picture → Clipart (MS WORD Clipart Gallery)
Or GOOGLE (images): . _____ clipart .gif .
SAVE THIS IMAGE FILE TO DISK…
THEN: Insert → Picture → From File (Previously saved clipart .bmp or .jpg)

FORMAT your GRAPHIC:
Set the "Wrap" of your picture to "tight" (Format → picture → Layout)

ORDER your elements:
CTRL + click → ARRANGE → Bring to front/back

GROUP your elements:
Hold the Shift → Click, click click to "select all the elements"
THEN: **CTRL + click** → GROUPING → Group