# Assessment 1

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| Assessment Name: | Logo Design |
| Weight: | 5% |
| Due: | 5pm Wednesday 7th September 2016, Week 9 |

## Summary

You have learnt the basics of Adobe Illustrator and Photoshop. Now you have to design a logo for a website that is professional and has good aesthetic.

Your task is to create a simple logo which is easy to recognise and understand.

You can decide on any business/organisation (real or made up) for the logo but it must be appropriate and your own work..

It is acceptable to display your logo images on the Word document as an exported image. It is also acceptable to display a screen capture.

###### possible BUsinesses

* restaurant
* garden/landscaping
* technology
* building suppliers
* café
* service station

Notes

All original images used in your assignment must be referenced.

You may reuse this for your final project.

## Requirement

A word document (.docx) containing your hand sketches, drafts and final design. At least one of each stage.

Some photos or reference materials that you used for inspiration, also acknowledge the source of these materials

Include a paragraph that introduces the business/organisation chosen and some of the features/ideas that could be included in the logo.

You should also include some explanations about the decisions you made during the various design stages and why you chose the features & colours used in your final design.

Only online submission via Blackboard will be accepted.

## Marking Schedule

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| --- | --- | --- | --- |
| Section | Components | Marks | Score |
| **Design** | Relevant to business/organisation/theme | 5 |  |
|  | Distinctive and different | 5 |  |
|  | Memorable and lasting impression | 5 |  |
|  | Appropriate | 5 |  |
|  | Simplistic and clean | 5 |  |
|  | Adaptable and scalable | 5 |  |
|  | Good use of colours | 5 |  |
|  | Design Total | 35 |  |
| **Documentation** | Hand sketch, draft and final design included | 3 |  |
|  | Reference Material included | 1 |  |
|  | Business/Organisation Described | 1 |  |
|  | Rationale for final design | 10 |  |
|  | Documentation Total | 15 |  |
|  | Grand Total | 50 |  |