Digital Design Activity:

My Company Logo!

Objective

Imagine, you are in charge your own company. You need to design an awesome logo to make your brand propitiate to the world. Work in pairs (or with an intern/instructor) to make a logo for your future company!

Materials

- Assembly iPad app
- Pencil* and paper

Procedure

- Come up with a name for your future company
- Think of the "brand" of your company
- Sketch example objects that define what your company is all about
- Think about how you'd incorporate the company name into the logo design
- Get inspiration from real-world examples and previous camp examples

Rubric/Criteria

- The logo design must make sense to the company name and it what it does
- Must have at least three designs
- Must be creative!

* Pencil, marker, pen, etc.