Tech Em Studios Digital Arts Summer Camp\

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.