Objective

By the end of this lesson, the student will be able to create a unique logo that represents a brand or idea of their choice. They will learn about the elements of design, color choices, and how to convey a message through their logo.

Materials and Prep

- Pencil and paper for sketching ideas
- Colored pencils or markers for adding color
- Ruler for drawing straight lines
- Access to a computer or tablet (optional for digital design)

Before starting the lesson, make sure to discuss what a logo is and look at some examples of logos from popular brands. This will help the student understand what makes a good logo.

Activities

- **Logo Brainstorming:**

  Start by brainstorming ideas for what the logo will represent. Ask questions like: "What is the name of the brand?" and "What message do you want to send?" Write down keywords and draw small doodles to visualize the ideas.

- **Sketching the Logo:**

  Using the ideas from the brainstorming session, the student will sketch several different logo designs. Encourage them to try different shapes, fonts, and layouts. Remind them that it's okay to make mistakes and try again!

- **Color Exploration:**

  Once they have a few sketches, the student can choose their favorite design and start adding color. Discuss how different colors can convey different feelings (e.g., blue for trust, red for excitement) and let them experiment with color combinations.

- **Feedback Session:**

  After finishing their logo, have a feedback session where they can present their logo to you. Ask them to explain their design choices and what they wanted to convey. This will help them practice their presentation skills.

Talking Points

- "A logo is like a face for a brand; it helps people recognize it!"
- "Think about what makes your favorite logos special. What colors and shapes do they use?"
- "Sketching is all about exploring ideas! Don't worry about making it perfect right away."
- "Colors can tell a story. What do you want your logo to say with its colors?"
- "Feedback is a great way to improve! What do you like about your design? What could be better?"
- "Remember, every great logo started as a simple idea. Keep working on it!"

- "Logos should be simple but memorable. Can someone remember your logo easily?"
- "Different shapes can give different feelings. What shapes do you want to use?"
- "Don't forget to have fun! Designing is all about being creative."
- "You can always change your logo later. It's okay to evolve your ideas!"