



## LESSON:

# Personal Logo Design

DESIGN YOUR IDENTITY. CREATE YOUR MARK.



## OBJECTIVE

Students will design a personal logo that represents their identity, interests, and values using elements of design.



## ESSENTIAL QUESTION

How can I visually communicate who I am through a logo?



## STANDARDS

**VA:Cr1.2.6a** – Shape an artistic investigation of an aspect of present-day life using a contemporary practice of art and design.

**VA:Cr3.1.6a** – Reflect on and refine a work of art or design considering relevant criteria.



## MATERIALS

- Sketch paper
- Pencils & erasers
- Black fine-tip markers
- Colored pencils or markers
- Logo planning worksheet
- Ruler (optional)



## TIME

4 Class Periods (45 minutes each)

- 1 Explore & Brainstorm
- 2 Sketch & Refine
- 3 Finalize & Inks
- 4 Present & Reflect



## ASSESSMENT

- Creativity & Originality
- Use of Design Elements
- Effort & Craftsmanship
- Reflection
- Presentation

## OVERVIEW

Students will explore logo design as a form of personal branding. They will brainstorm words and symbols that represent them, sketch ideas, refine their design, and create a final logo.

## VOCABULARY

Logo • Symbol • Identity • Typography  
Simplicity • Balance • Contrast



## LEARNING TARGETS

- ✓ I can brainstorm ideas that represent my identity.
- ✓ I can use shapes, lines, and symbols to communicate meaning.
- ✓ I can refine my ideas through sketching and feedback.
- ✓ I can design a strong and simple logo.
- ✓ I can reflect on my design choices and process.

## LESSON PROCESS

### 1 EXPLORE & BRAINSTORM

Discuss what a logo is and look at examples.  
Students brainstorm words, interests, hobbies, and values that represent them.



### 2 SKETCH & REFINE

Students sketch multiple logo ideas using shapes, symbols, and letters.  
They refine their strongest 2-3 ideas.



### 3 FINALIZE & INKS

Students choose their best design, refine the details, and ink their final logo. Add color if desired.



### 4 PRESENT & REFLECT

Students present their logo and explain the meaning behind their design choices.



## STUDENT SKETCH EXAMPLES



## FINAL LOGO EXAMPLES



AMBITION. FOCUS. DRIVE.



PLAY. PRACTICE. PURPOSE.



MUSIC IS MY ESCAPE.



ADVENTURE AWAITS.



GAME ON.



ALWAYS IMPROVING.

## DIFFERENTIATION IDEAS



- Provide logo templates or shape stencils for additional support.
- Challenge advanced students to incorporate typography or negative space.
- Allow digital creation for students comfortable with technology.



## REFLECTION PROMPTS

- What inspired your logo design?
- What elements did you use and why?
- How does your logo represent who you are?
- What part of the process was most challenging or rewarding?



"Design is thinking made visible." - SAUL BASS