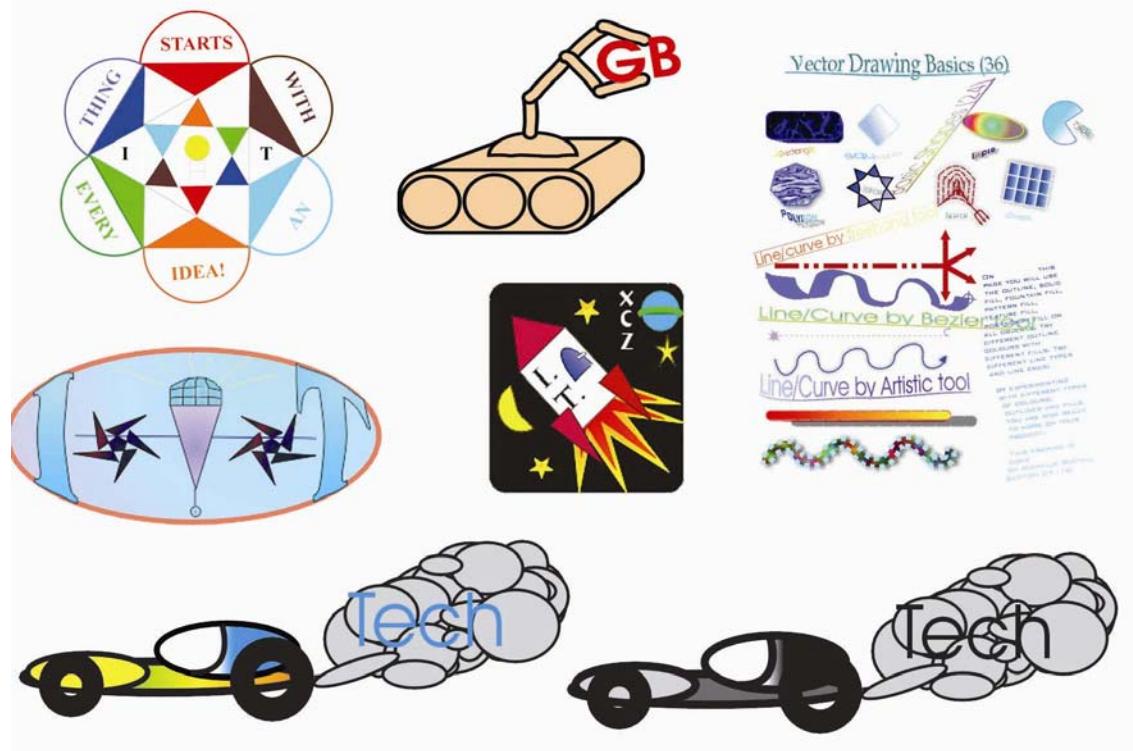# Graphic Logos

Make an Image For Yourself

Western Technical-Commercial School

School:

Integrated Technologies, TTI1O

Course:

Grade 9 juniors

Grade:

Mr. Franzen

Teacher:

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E-Mail Address:

www.mfranzen.ca

Web Address:

Graphics Logo

Project:

13

Pages:

Table of Contents

Make an Image for yourself on Paper!

Situation:

You are in school and you want a to market your hand-in work in an efficient and organized manner. You have access to computers and would like to use them to your advantage, to save time and assist in organization with different assignments.

Challenge and Requirements:

By creating a personal/technological logo, 4 pre-made headers in common computer programs, will result and assist in organization in an efficient manner with assignments. The challenge is to learn how to use the basic features of Corel Draw in order to create a logo and transfer to software programs Word Perfect, Quattro Pro, note pad and Presentations to create ready made fully functional personal headers for future work and assignments. A quick review of these three additional programs will have to be done.

Logo and headers must show idea generation such as thumbnails, full-page drawings and colour schemes. Each logo must include some text; graphics using geometric shapes, it is related to Integrated Technologies **and yourself**, and has a compliment colour scheme, both colour and black & white. The logo display must be set-up in similar format as in example shown on page 9. In order to do this there will be some small assignments that will assist you in performing this project

You will require at least one, possibly two 3.5" floppy diskettes, depending on the size of your files, for backing up your work, as this will reduce lost files, which is your responsibility.

Resources:

Resources to use may include; class videos, school library, home computer, public library computers, computer tutorials and help files, the Internet, commercial products around the house.

Rough Due Dates:

Vector Drawing _____, Vector Colour _____, 5 Thumbnails _____, 1 Col & BW Sketches _____

Logo Display____, 3 Rough Templates,_____, Template Headers _____, SPICE/Reflection _____

Graphic communications

Project Steps and Related Info

The following steps, are a guide to help structure your tasks, to complete the requirements.

Review and Answer Questions
1. Read chapter from LWT, on Graphic Communications, and then answer all questions

Computer Ethics
2. Ergonomics and Comfort
3. Operating system and major programs
4. File saving methods and back-up

Review notes on Corel Draw
1. Use notes to familiarize yourself with project objectives
2. Make use of Corel Tutorial and explore different drawing techniques

Vector Drawing Basics
1. Use samples (page 9) to copy, to practice an familiarize yourself with Corel Draw
2. Make sure margins are in place; top and bottom and sides 1"
3. Follow all font sizes, but font types can be different
4. All notes must also be copied, **note artistic and paragraph text differences**
5. Make sure your name, class section are included
6. Check with teacher before printing, have **print preview** running at your station

Vector Colour Basics
1. Choose "Save as", change file name and paragraph text, see page 9
2. Transform each object with 4 different and separate changes
3. Check with teacher before printing, have print preview running at your station

Elements and Principles of Design
1. Fill in notes while watching video
2. Using magazines create sample colour schemes, font, shapes and shape-groupings

Logo Display
1. Use full page and follow sample as shown on page 9

Template headers
1. Create 2 rough headers for each program covered
2. Using Word Perfect, Quattro Pro, Presentations, and Note Pad for your Web site, create standardized headers for each and one title page template using Corel Draw.

SPICE, Reflection and Check list
1. Create a ½ page SPICE related to the project.
2. Create a ½ page reflection on after thoughts of the project including highlights, points of interest, and your opinion on what you got out of this project with a closing conclusion statement.
3. Go through check list to double check that all work required is done.

Detailed & Specific Information

Types of Drawings

Vector or line type is composed of lines and fills. The lines are created by mathematical formulas, thus saving disk space

Bit map or raster type is composed of many dots, which in a full picture can take up a lot of memory.

File Saving Format/Convention

Always save in the correct directory. Create in the student folder, the class name and section#, i.e. Int-Tech#7. Then create a folder with your name, i.e. W. George. This would be the directory you would save all work to. Files also have the convention to name files with students last initial and first name with the title of assignment,

i.e. W. George-Vector Drawing Basics.

Back-up

Save your work on the hard drive every 10 minutes or so, just in case something goes wrong. Use your 3.5" floppy disk to back up your work at the end of the day. It is suggested to make rotated savings for further security of your files by changing the file name slightly every 2-3 times, i.e. W. George-Vector Drawing Basics-1, W. George-Vector Drawing Basics-2, etc. You will need at least on disk, but two probably will be better rotating saves alternatively between disks in case one should get damaged. It is important to keep these disks away from any magnetic sources, as files will get corrupted. A good disk with all computer related files must be included with report; therefore a disk holder of some sort must be made (not bought).

Saving your Logo to Bit Map

Once you have created your vector logo it will have to be saved as a bit map, so that you may easily transfer it to your template headers of major programs that you may use later. There are several ways, but the best way is to select the object/or logo that you wish to save and select File from the menu commands and go down the list, select export and then type an appropriate file name and select a popular image file type such as jpg and gif. Once saved, back it up to your disk for your peace of mind. At this point you can then use the import/insert command to insert your logo and build your header for that program as a template.

Software Programs

Word Perfect is a word processing program used mainly for text or written assignments

Quattro Pro is a spread-sheet program which uses rows and columns to organize information, usually numbers with each boxed area known as a cell. In each cell there can be hidden formulas inserted to give answers based on a number of other cells

Presentations is a slide show presentation software program used to display via electronic projection of graphics and some text for show to others

Web page in simple terms is a combination of word processing, and desktop presentation, with some HTML programming to create a final page for everyone to view.

Templates

Template files allow you to save and keep the original to continue to reuse later, i.e. students would not have to keep starting from scratch. Once you have designed a decent header that you are satisfied with, you must **save it as a template** in the File menu: Save As command box. Generally just below the file name, there is a drop-down-window where you can select the template file type.

Headers

Headers include critical information that is required on each page of your document. Using this page for an example you can see particular pieces of information which you will find on each of the pages, giving the reader and the owner of the document information as to its membership with the body of the document.

Different programs will require a different design on how the critical information for the reader and owner is displayed. For example in a spreadsheet, generally there is no graphics just one line of text above and below for the header and footer. For a presentation slide show program, you want to get a little creative and at the same time keep your common information, such that the reader is not over powered by it, i.e. it must not overpower the body or presentation information being presented.

Lastly, headers and templates play a big role in **web page design and must be given careful and serious consideration** on how you plan on putting your critical information so that it looks good, is practical, and uses space effectively. Your **menu system must also be included** in your template also.

Elements of Design

Good design is the aesthetic/visual organization and structure of abstract elements into an arrangement, pattern, or composition. The elements are:

1. **Line:** Visually <u>alters the environment</u> to create a shape; pattern, space, movement and/or an optical illusion with thick, thin, smooth, long, short characterization

2. **Space:** Existing within certain <u>limited and measurable boundaries</u>

3. **Form/Shape:** <u>Two-dimensional</u> flat forms, having only length and width, are usually described as shapes, while <u>three dimensional</u> have length, width and height

4. **Size/Scale:** Refers to the relationship of <u>size in a design to the size of the observer</u> or user with four kinds: Normal, Intimate, monumental and shock scale

5. **Light and Value:** Light is <u>a supportive medium</u> with the <u>amount reflected by a surface</u> is known as value and difference between two different surfaces **is known as contrast**

6. **Texture:** Both a <u>tactile and visual surface quality</u> which may be rough or smooth, soft or hard with resultant light being reflected unevenly by the surface

7. **Colour:** Has <u>three dimensions</u>; **Hue** -includes red, green or blue, **Value** -describes lightness or darkness, and **Intensity** -describes the brightness or dullness

Principles of Design

Design is governed or controlled by **FIRST ORDER PRINCIPLES** which prescribe inherent or fundamental relationships:

1. **Diversity/Variety:** Opposite of unity, giving some sense of contrast, conflict or complication by limiting elements; using other principles, grouping, or enclosure
2. **Repetition:** A repeat of design elements possibly showing rhythm
3. **Contrast:** The difference between two elements, usually with respect to light reflection
4. **Proportion:** Relationship between all parts of the design to each other and to the whole
5. **Direction:** Movement within the design using elements and principles of design

Which, in turn, are subject to or influenced by **SECOND ORDER PRINCIPLES** that are considered and applied to co-ordinate the forces of the inherent relationships:

1. **Dominance (emphasis):** That which leads the eye first to the most important part of the design and then to other areas using sizes; background, character, and directional lines
2. **Balance:** Closely related to proportion, which is the quality that creates a sensation of equilibrium, a feeling of stability due to the equal tension of weights on both sides of the composition through symmetrical, asymmetrical and/or radial characteristics
3. **Rhythm:** It implies an expected sequential movement of perception, a pattern through repetition; radiation, and or graduation

To achieve the ultimate **THIRD ORDER PRINCIPLES** which affect our sense of aesthetic beauty (taste/appreciation).

1. **Unity (harmony):** A quality of oneness or wholeness
2. **Order:** Organization of the design as to have a sequence which is pleasing to the design

Good Examples of Design and Colour

In order to get a feel of what the professionals do, explore some old magazines and cut out **six of the best examples showing different** of Elements and principles of Design and paste in boxes below.

Samples of Work

VECTOR DRAWING BASIC (36 size)

BASIC SHAPES (24 size)

RECTANGLE (12 size) SQUARE ELLIPSE CIRCLE

POLYGON STAR SPIRAL GRAPH
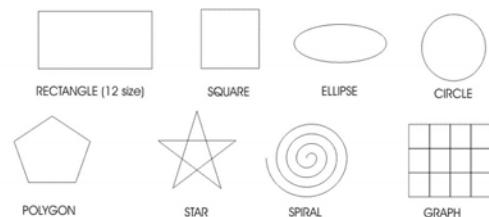
LINE AND CURVE BY FREEHAND TOOL

LINE AND CURVE BY BEZIER TOOL

LINE AND CURVE BY ARTISTIC PEN TOOL

On this paper you will find the basic shapes that can be easily made using drawing tools in this vector drawing program, Corel Draw
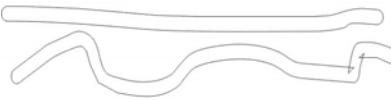
Beside shows three differnt types of lines using three differnt tools.

Guide lines were used to align sub titles text and graphics.

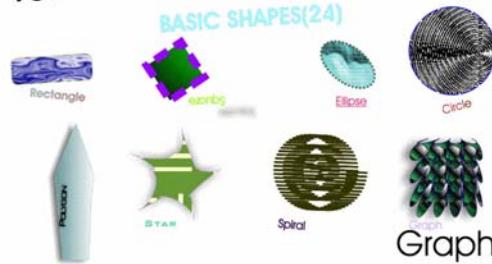Drawing done by Mr. Franzen, Integrated Technolgies, section 1

Vector Coloring Basic (36)

BASIC SHAPES(24)

Rectangle ellipse Ellipse Circle

Star Spiral Graph

Line /curve by freehand

Line/ curve by bezier

Line /curve by

ON THIS PAGE YOU WILL THE OUTLINE SOLID FILL, FOUNTAIN FILL, PATTERN FILL. TEXTURE FILL, POSTSCRIPT FILL ON ALL OBJECTS. TRY DIFFERENT LINE TYPES AND LINE ENDS.

BY EXPERIMENTING WITH DIFFERENT TYPES OF COLORS, OUTLINES AND FILLS, YOU ARE NOW READY TO WORK ON YOU PROJECT.

THIS DRAWING IS DONE BY: student
SECTION#: TTI10-02

Logo Display
Done by Mr. Franzen,
Integrated Tech, Section 1

Outlines Include:
line types, thickness, ends and colour

samples

Fills Include:
Solid, Fountain, Pattern, Texture and Post script

Outlines Include:
line types, thickness, ends and colour

Samples

Fills Include:
Solid, Fountain, Pattern, Texture and Post script

W A R P 7
western association of robotics personnel

Date: Monday, April 21, 2003
Re:

To: Company Name
Company Address

Contact Name:

Message

Message

Sincerely,

Robotics Teacher
Michael Franzen

Points of interest on Samples

Vector Drawing Basic	Vector Colour Basic
Logo Display	**Header Template**

Check List for Project Module

When handing in everything, double check prior to handing in by checking off the following items in chronological order:

- ☐ Duatang or report cover

- ☐ Title page/template in Corel Draw

- ☐ Table of contents

- ☐ Module information

- ☐ *Vector Drawing Basics

- ☐ *Vector Coloring Basics

- ☐ *5 Thumbnail ideas,

- ☐ *1 full colour final sketches, full colour & black and white 1 page

- ☐ *Logo Display

- ☐ *2 header sketch ideas of each program

- ☐ *1 header pages in order of Word Perfect, Quattro Pro, Presentations and the WEB

- ☐ SPICE ½ a page related to this project

- ☐ Finishing up with a conclusion reflection

- ☐ This check list- with items handed in, checked off

- ☐ Final self and peer evaluation paper

- ☐ Diskette holder and good diskette with your all of your files on it

*All due date components handed in will have the teachers initial along with a plus #, OT, or minus # showing if they were completed on time. These positive and negatives will directly affect your mark

Index of Key Terms and Phrases:

Find ten new key terms or phrases and include the page number in the table below:

	New Key Term or Phrase	**Page #**
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Integrated Technologies

Western Technical-Commercial School

Name: _____

Date: _____   Sect. # _____

Image For Yourself Made!

Peer marker:_____

Process is very important, so keep all rough work for showing later!

Process and Product

	Total Marks	Self Mark	Peer Mark	Earned Marks
Are Requirements Met: Is the vector black & white, vector colour, logo display, headers for word processor, spread sheet, presentation program, title page, and web page all complete using the proper programs? Report components such as SPICE and reflection, etc complete?	10			
Research and Extra Information: Is there evidence of in-depth design and placement of technical graphic communications, showing <u>more information</u> that was researched?	5			
Investigation of Ideas and Design Generation: Is there evidence of thumbnail sketches, and rough designs showing process of development of graphics to efficiently communicate technology?	10			
Final Design Chosen: Does the final design look promising, were complications resolved throughout the process? Is the final drawing/design neat, clear and concise communicating what is to be done? Are header roughs present?	5			
Design and Quality of Process: Is the final logo meeting all the requirements, with the right tools and methods? Is the logo well designed and shows Integrated Technologies and yourself? Does it look too complex, or have too many letters, do the colours compliment?	15			
Finished Report: Is the report in order and well put together? Does the report show the student has accomplished the basics of Corel Draw? Are header designs and logo designs done well, organized and complete? If you could do it again, what would you improve, redo, or leave out to improve mark? _____ _____	15			

Final mark: _____

Based on % finished and completion of requirements of the challenge.

Remember to total up your peer and self evaluation marks in this row →   60

Teachers Notes: _____

_____

Peer marking will be based on how close you are to teachers mark. Perfect will get you +5 bonus.   **Total up your marks!**

Graphic communications