

LOGO & BUSINESS CARD DESIGN

Assignment Directions

What is the logo for?

Decide what you are creating the logo for. You may choose to create a logo for a fake company, a sports team, a band you are in, clothing brand, etc. **Write this in your sketchbook.**

LOGO SKETCHES

Brainstorm ideas in your sketchbook. On your page, there should be **sketches of 3 variations of your logo.**

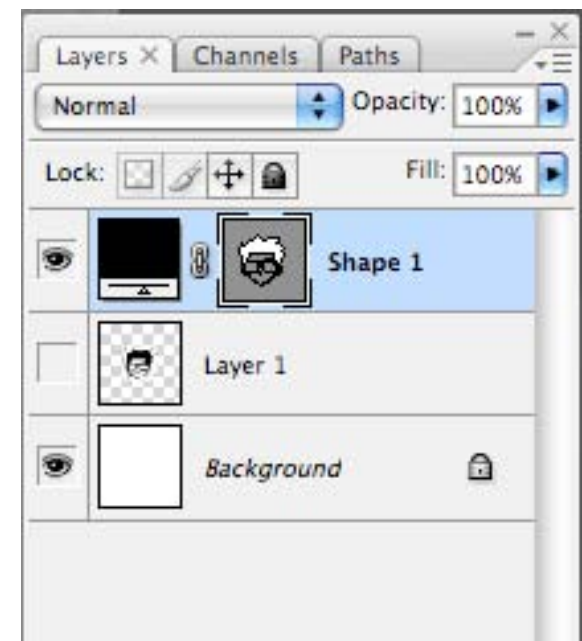
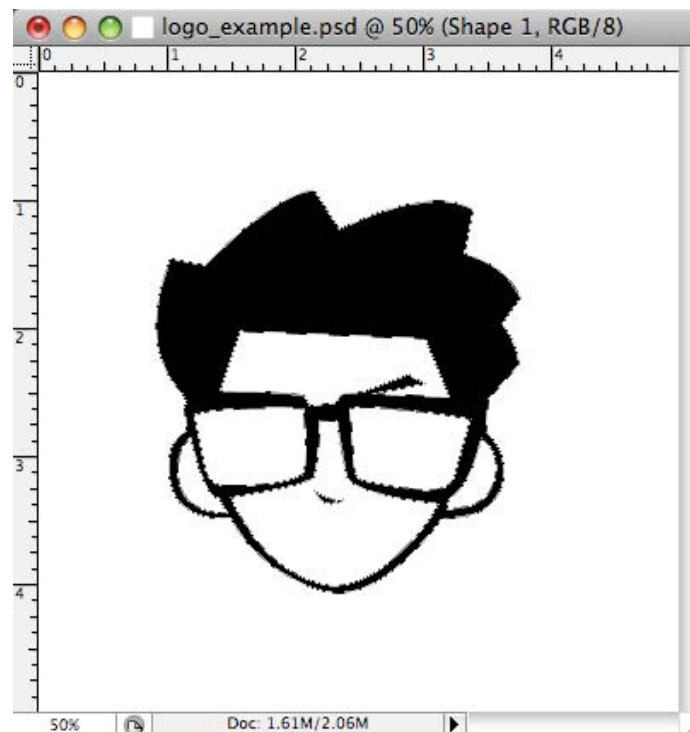
Sketches are due at the beginning of the next class period.

Designing a Logo

After you've designed your logo, send in the Photoshop file. The finished logo should be comprised of a couple of vector layers. Make sure there is not a large number of layers. Use your pen tool's addition and subtraction functions to keep the number of layers to a minimum.

Send the finished file in as follows:

lastname_firstname_logo.psd



Designing a Business Card

Design a business card that **features** your logo.

The design of your card should reflect the style of your business/organization/brand.

You should also identify yourself on the card along with your title or position within the company (*i.e. president, CEO, owner, etc.*)

Include (fake) contact information (address, phone, email)

Lastly, add a website.

You will design 2 different cards or you can do front and back.

Designing a Business Card



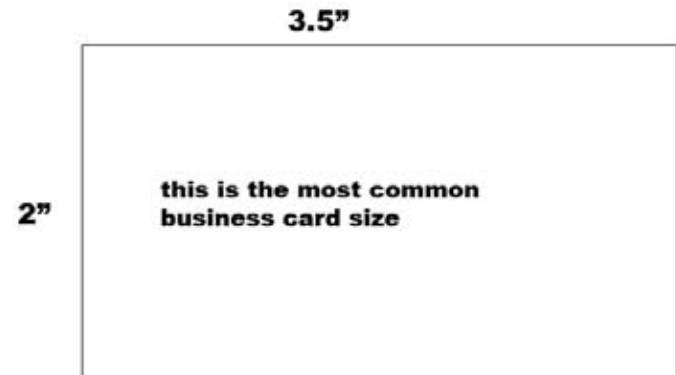
Business Card

card size:
3.5" x 2"
or
2" x 3.5"

Business Card Design

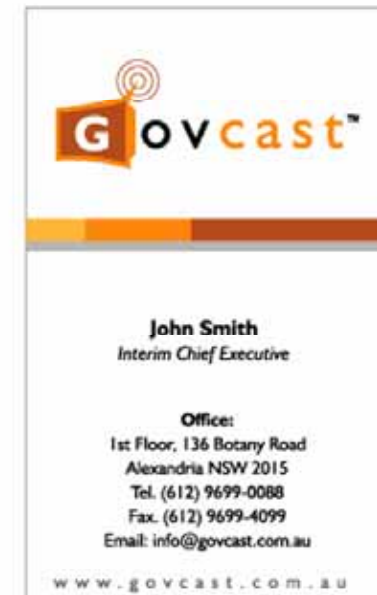
Once you have finalized your logo, you can start putting together your business card. You will need to include your logo and the following contact information:

- Name
- Title
- Address
- Telephone number
- email
- website url



set up your canvas to match the size of your card

Common layouts for business cards



Final Page Format

Lastly, apply your logo to a product or item that relates to the organization or brand using Photoshop.

Put your logo, cards, and object together on an 8.5" x 11" layout @ a resolution of 150.



Martha Franco
per:3





Justin Diaz
President & CEO

Office:
1234 24th St.
Los Angeles, CA 90007

Tel. 323.555.1234
Fax. 323.555.5678
justindiaz@diaz.com

www.diazinc.com



JUSTIN DIAZ
President & CEO

Office:
12345 Main St. #12
Los Angeles, CA 90009
tel. 323-555-1234
fax. 323-555-5678
justindiaz@diazinc.com

www.diazinc.com

**JUSTIN DIAZ
DIAZ INC.**





Melissa Guerrero
Owner

62905 Camilla st.
Whittier, Ca 90601
(562) 896-2239
FAX (562) 201-4842

lepetitgateau_cakes@monroemail.com

www.LePetitGateau.com



Le Petit Gâteau

Le Petit Gâteau - Cupcakes and Cupcake Wedding and Birthday cakes



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Owner

62905 Camilla st.
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Le Petit Gâteau

Petit gâteau (CupCake)	Price (Individual) <small>all prices include tax</small>	Dozen
Traditional		
-Vanilla	\$ 1.00	\$ 11.50
-Chocolate	\$ 1.00	\$ 11.50
-Strawberry	\$ 1.00	\$ 11.50
-Devils Food	\$ 1.50	\$ 12.00
Specialties		
-Cobbie	\$ 1.50	\$ 12.00
-Carrot	\$ 1.50	\$ 12.00
-Mango	\$ 1.75	\$ 12.50
-Banana	\$ 1.50	\$ 12.00
-Orange	\$ 1.50	\$ 12.00
-Cherry	\$ 1.75	\$ 12.75
-Lemon Cream	\$ 2.00	\$ 13.00
-Chocolate Chip	\$ 1.50	\$ 12.00
-Lemon	\$ 1.50	\$ 12.00



Le Petit Gâteau

Bon Appetite!

Name:

Logo/Business Card Design

	Excellent	Good	Average	Poor	Scores
Logo Design 20	Logo design demonstrates thorough planning and revision of design. Advanced understanding of pen tool and pen tool functions is displayed in logo.	Logo design demonstrates adequate planning and revision of design. Advanced understanding of pen tool and pen tool functions is displayed in logo.	Logo design demonstrates basic planning and revision of design. Basic understanding of pen tool and pen tool functions is displayed in logo.	Does not meet standards.	
Card Design 20	Card design demonstrates thorough planning and revision of layout and design of card. Careful consideration of font, color, and distribution of space is displayed.	Card design demonstrates adequate planning and revision of layout and design of card. Consideration of font, color, and distribution of space is displayed	Card design demonstrates basic planning of layout and design.	Does not meet standards.	
Overall Layout 10	Overall layout of project demonstrates advanced understanding of various Photoshop tools. Logo and card design are of excellent quality.	Overall layout of project demonstrates adequate understanding of various Photoshop tools. Logo and card design are of good quality.	Overall layout of project demonstrates basic understanding of various Photoshop tools. Logo and card design are of average quality.	Does not meet standards.	
Comments:					/50