TAKING A LOOK AT TODAYS LOGOS

You will look online an research logos that are seen in today’s culture. You and your partner will look for 3 logos that you think are successful and 3 logos you think are not successful and why. You will document the logos you have chosen on your computer so they can be shared with others. Each group will be given a category for a type of logo they will research. The categories include sports, food, entertainment, music, and business.

During your research you will answer the following questions.

Match the logo with their artist.

Lindon Leader Nike

 Milton Glaser FedEx

Carolyn Davidson Jurassic Park

Chip Kidd Apple

Rob Janoff I Love NY

Describe something new you learned about one of the iconic logos and graphic designers seen in the presentation.

What category are you researching?

What logos did you pick as being successful and why?

1. 2. 3.

What logos did you pick as not being successful and why?

1. 2. 3.