

4.7.19: Assignment- Visual Media

Everyday we encounter hundreds to thousands of visual images, but why do some images stick in our minds while others just get glossed over? Color, positioning, patterns, and repetition are all features that can be engineered to convey a message within an image. Images play an important role in persuading an audience of a particular message, but a downside to this is that images can be interpreted in various ways based on people's history and experiences.

Breaking down the design components of an image is also a helpful when you need to design or create an image or logo to convey a message for your own business needs.

Creating a Personal Brand

If you were represented as a logo, what would you look like? Your task is to design a logo using your initials or parts of your name. The logo must visually communicate something about you or represent you. Ask yourself: What do I want to communicate about me? What shapes, forms, fonts, etc. will help to visually communicate my 'brand'? You can use any digital design tool or hand draw your logo.

You will turn in two things:

1. A short summary (minimum 200 words) describing your process of completing this project and to analyze the choices you made in the final version. You will discuss why you chose a particular logo shape, use of colors, and the reasons for any revisions.
2. Two copies of your logo: a color and a grayscale version.

Assignment Resources

- Watch [What makes a truly great logo?](#) (4:44 minutes)
- Read [How to Create a Personal Logo That Makes Your Friends Jealous](#) by Vladimir Gendelman and the accompanying infographic: [How to Create a Personal Logo that Makes Your Friends Jealous](#).
- Lists of digital tools and tutorials

Grading Rubric

Criteria	Not Evident	Developing	Exemplary	Points
Turn in short summary essay	0 pts Essay not provided	5 pts Essay does not meet minimum word requirements	10 pts Essay is at least 200 words and describes the design process of the logo	10 pts
Submit color copy of logo	0 pts Color logo not provided	5 pts Logo does not communicate the ideas described in the essay	10 pts Logo communicates ideas described in the essay and is simple enough to be a logo	10 pts
Submit grayscale copy of logo	0 pts Grayscale logo not provided	2 pts Logo does not communicate the ideas described in the essay	5 pts Logo communicates ideas described in the essay and is simple enough to be a logo	5 pts
Total:				25 pts

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- Project Logo Design. **Authored by:** Rachael Sullivan. **Provided by:** Saint Joseph's University, Department of Communication and Digital Media. **Located at:** courses.rachael-sullivan.com/202fall17/assignments/project-1-logo-design/. **License:** *CC BY-SA: Attribution-ShareAlike*
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