Logos/Movie Poster – Adobe Illustrator

A LOGO is a unique symbol or design that represents a company. It is also called a trademark.

A name, symbol, or trademark designed for easy and definite recognition, especially one borne on a single printing plate or piece of type. (Answers.com)

Explanation of what logos are – <http://www.logoworks.com/logos.html>

Logo Examples - <http://www.goodlogo.com/a-z>

# Movie Logo/Poster Assignment

Create a new logo using Adobe Illustrator for your favorite movie. Use text and graphics in a way that makes people want to go see the movie! (Make sure all are school appropriate). The logo should focus on the name of the movie – does not include any picture from the movie. The logo should convey to the audience what type of movie it is, how intense, dark/light, funny, etc. (40 points)

To find examples of logos, do a search for a few of your favorite movies to get some ideas.

Here are some examples of minimalistic movie posters - <http://inspirationfeed.com/inspiration/illustration/70-powerful-examples-of-minimal-movie-poster-designs/> - 1/31/2012

Logos with hidden meanings - <http://www.graphicdesignblog.org/hidden-logos-in-graphic-designing/> - 1/31/2012

I’m looking for quality. This assignment is not to be done as fast as possible. It should probably take around two hours to have a quality product. When you are done, save your artwork as an ai and pdf file in your Illustrator Folder. Then upload the PDF to the Google Classroom assignment. Lastly, grade yourself below. Then, open the Movie Logo Reflection from Classroom and type out the answers to the questions in the Google Form. Your reflection should be written in full sentences and use correct grammar and punctuation. When finished with the reflection, turn in this rating sheet for credit.

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Points Possible** | **Your Rating** | **Teacher Rating** |
| **Logo: Includes both text and graphics** | **3** |  |  |
| **Logo: Appropriate colors used** | **3** |  |  |
| **Logo: Focuses on movie title (no pictures from movie)** | **3** |  |  |
| **Logo: Gives the viewer a “feel” for what the movie is about** | **3** |  |  |
| **Poster: Background goes well with logo** | **3** |  |  |
| **Poster: Include the movie title and name of director** | **3** |  |  |
| **Design was well thought out and represents quality of work and effort** | **3** |  |  |
| **Design reflects use of a large number of Illustrator tools** | **3** |  |  |
| **Design is visually appealing** | **3** |  |  |
| **Saved in appropriate format (save as ai and pdf). PDF file is handed in.** | **3** |  |  |
| **Personal Reflection** | **10** |  |  |
| **TOTAL POINTS POSSIBLE** | **40** |  |  |