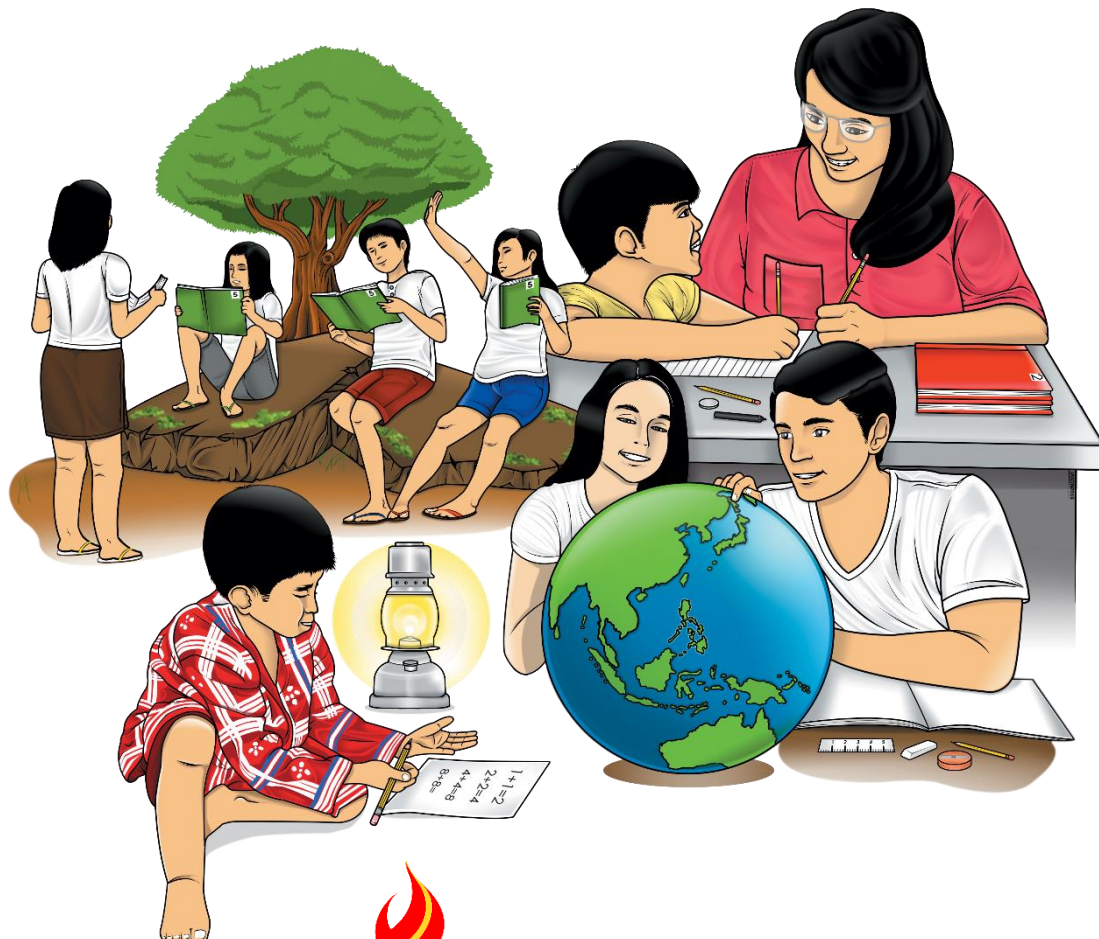


6

MAPEH - Arts

Quarter 1 – Module 5: Basics on Creating Personal and Class Logo



MAPEH – Arts
Alternative Delivery Mode
Quarter 1 – Module 5: Basics on Creating Personal and Class Logo
First Edition, 2020

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MAPEH - Arts

Quarter 1 – Module 5:

Basics on Creating Personal

and Class Logo

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module was designed and written with you in mind. It is here to help you master the Basics of Logo Design. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of pupils. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the module you are now using.

The module aims that a learner creates personal or class logo as visual representation that can be used as a product, brand or trademark (A6PL-1a) and is divided into three lessons, namely:

- Lesson 1 – Shapes that are Best for Creating Logo
- Lesson 2 – Things that Make up the Identity Based on a Logo
- Lesson 3 – Creating Personal or Class Logo

After going through this module, you are expected to:

1. know the shapes that are best in creating logos;
2. give the things that go into that make up the personal identity logo; and
3. create personal or class logo.



What I Know

Read the following sentences. Write if the statement is correct and if the statement is wrong. Write your answer on a separate sheet of paper.

1. Iconic logos can be very different.
2. The best shapes to use are symmetrical geometrical shapes.
3. Color is not used in logo design.
4. The use of simple shapes like the triangle, square, and circle are logo design.
5. The art of making good hand drawn logo design starts with sketches of the style.
6. Lines play the most important part of logo design.
7. Thick lines make the logo appear closer and create strong impact.
8. The logo of Drug Store is an example of personal logo.
9. Thin lines make the logo appear from the back.
10. Personal or class logo as visual representation that can be used as a product, brand, or trademark.

Lesson

1

Shapes that are Best in Creating Logo

In this lesson, you can learn many things about Logo Designing most especially the basic shapes that best suit to your logo design.



What's In

Read the following sentences carefully. Write if the statement is correct and if it is not. Write your answer on a separate sheet of paper.

1. Logos must be easier to see and remembered.
2. Logos use one color only.
3. A logo design is interesting and different.
4. Logos are sold in the market with a very high price.
5. Lines and shapes are not used in making logos.



Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction between the teacher and the learner.



What's New

Look at the artwork below.



Illustration by Ma. Vivian P. Flores

- ✓ What do you see in the picture?
- ✓ Where can you find this logo?
- ✓ What kind of shapes are found in the logo?



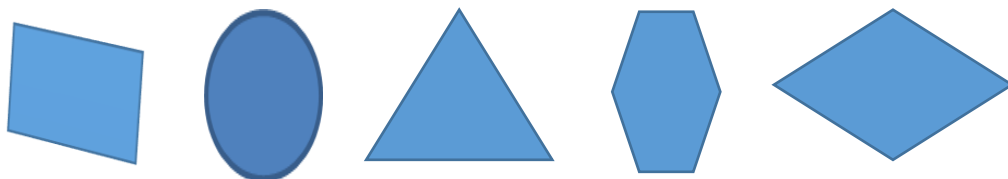
What is It

What Shapes Are Best in Creating Logos?

Iconic logos can be very different. The classic variation is to make the symbol fit to any of the basic geometrical shapes. For example:



The best shapes to use are symmetrical geometrical shapes. They can be placed almost anywhere and still maintain the balance; they are very easy to handle.

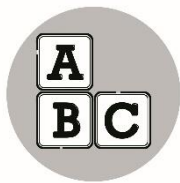


Note: All illustrations on this page were created by Ma. Vivian P. Flores

There is no obligation as to what kind of shape to use. You can use any free form shape you want, but you have to be very careful with the placement so the logo does not appear like it is falling apart or going to fall.

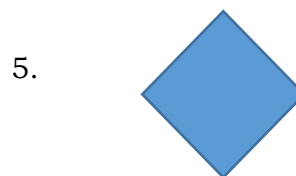
Particular Logo Shapes Send Out Particular Messages:

1. Circles, ovals, and ellipses tend to project a positive emotional message. Using a circle in a logo can suggest community, friendship, love, relationships, and unity. Rings have implication of marriage and partnership, suggesting stability and endurance. Curves on any sort tend to be viewed as feminine in nature.
2. Squares and triangles suggest stability in more practical terms and can also be used to imply balance. Straight lines and precise logo shapes also impart strength, professionalism, and efficiency.
3. Straight edged logo shapes such as squares and triangles suggest stability in more practical terms and be used to imply balance. It has also been suggested that triangles have a good association with power, science, religion, and law.
4. Our subconscious minds associate vertical lines with masculinity, strength, and aggression while horizontal lines suggest community, tranquility, and calm.



What's More

Identify the following shapes.



Note: All illustrations on this page were created by Ma. Vivian P. Flores



What I Have Learned

1. Shapes are best in creating logos.
2. The best shapes to use are symmetrical geometrical shapes in making logos.
3. Symmetrical geometrical shapes can be placed almost anywhere.
4. Circle in a logo suggests community friendship, love, relationships and unity.
5. Squares and triangles suggest stability in more practical and imply balance.
6. Straight lines and precise logo shapes also impart strength, professionalism and efficiency.



What I Can Do

Write **T** if the statement is True and **F** if the statement is False. Write your answer on a separate sheet of paper.

1. There is no obligation as to what kind of shape to use in making logos.
2. Iconic logos can be very different.
3. Symmetrical geometrical shapes are the best to use in making logos.
4. Triangles have a good association with power, science, religion and law.
5. Circle is not use in making logos.



Assessment

Read the statement carefully. Select the letter of the correct answer. Write it in your paper.

1. What are the classic variation to make the logo more fit and balanced?
 - A. shapes
 - B. sizes
 - C. numbers
2. Iconic logos can be very different.
 - A. True
 - B. False
 - C. None of the above
3. The best shape to use are symmetrical shapes.
 - A. True
 - B. False
 - C. None of these
4. The symmetrical geometrical shapes can be anywhere and still maintain the _____.
 - A. color
 - B. balance
 - C. size
5. Is it good to make the personal logo fit in any kind of geometrical shape?
 - A. Yes
 - B. No
 - C. Maybe



Additional Activities

List down the shapes you have use in making a logo.



What I Know

Read the statements and tell if you agree or not. Write **YES** if the statement is correct and **NO** if not. Write your answer on a separate sheet of paper.

1. Personal logo could be designed to symbolize personalities.
2. Words or text is the only component of a logo.
3. Logo designers just put symbols in their artwork without any symbolism.
4. Your personal experiences can be one of the components in making a personal logo.
5. Symbols are secret messengers.
6. The kind of color used in logo has something to do with one's personality.
7. Symbols used in logos expresses feelings / emotions.
8. Memories can be expressed by using symbols in logos.
9. Initials of names can be a personal logo.
10. Family clan can create their own logo.

Lesson

2

Things that Make Up the Identity Based on a Logo

In this lesson, you can learn things about what makes up the identity based on a logo.



What's In

Read the statement carefully. Write **T** if the statement is True and **F** if it is False. Write your answer on a separate sheet of paper.

1. Personal logo designers believe that a logo could be designed to symbolize them.
2. A motto is not an example of words.
3. Experiences is one of the things that a personal logo designer must think in making up his identity in designing his personal logo.
4. The objects and shapes represent symbols in a logo.
5. You can create a logo that represents who you are.



Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction between the teacher and the learner.



What's New



Illustration by Ma. Vivian P. Flores

1. What do you see in the picture?
2. Does it have shape?
3. Where can you see this logo?
4. Do we use this in our daily lives? In what way?



What is It

Personal Logo

Personal logo designers believed that a logo could be designed to symbolize them.

How about you? How do you create a logo that represents who you are? Place yourself in a unique position to comment about your life. Create your own “projection” through a digitally designed self-logo.

1. Think about all things that go into the make-up of your identity, such as:
 - ✓ **Words- a written or printed characters representing a spoken word.**
What words, letters, or phrases have personal meanings to you? Is it the word “peace” because you think it is what the needs? Is it your favorite motto? Is it your family name, own initials, and birthday?
 - ✓ **Experiences - the observing, encountering, or undergoing of things generally as they occur in the course of time: to learn from experience.**
How would you tell people about your life in a logo? What is important to you? Do you love what you do for a living? How do you see yourself in relation to the people or place around you?
 - ✓ **Symbols - a mark or sign, or word that indicates, signifies or is understood as representing an idea, object or relationship.**
Do certain colors objects, or shapes bring memories? Do certain faces make you inspired and not to forget? Do letters or numbers to represent a group, culture, or organization
2. After some contemplation sketch some ideas. Once you have completed some sketches, select one that you feel strongly about.



What's More

Identify the things that go into the makeup of your personal logo.



What I Have Learned

The things that go into the makeup of your identity in personal logo are:

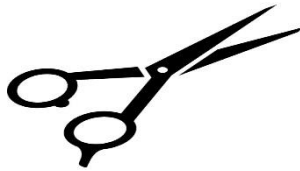
- a. Words, Letters
- b. Experiences
- c. Symbols



What I Can Do

Look at the pictures below. Identify each one. Write **A** if it is Words, Letters, **B** if it is Experiences, and **C** if it is Symbols.

1.



<https://shutterstock.com>

4.



<https://shutter.com>

2.



<https://freepik.com>

5.



<https://pngwing.com>

3.



<https://colourbox.com>



Assessment

Write W, S, E to represent words, symbols, and experiences. Write your answer on a separate sheet of paper.

1. Is it your favorite shoes?
2. What is important to you?
3. Do certain colors objects, or shapes bring memories?
4. Do you love what you do for a living?
5. Is it your family name, own initials and birthday?



Additional Activities

List down in your notebook 10 logos you can find on your way home.



What I Know

Think of the things that can describe your personality (hopes, ideals, motto, and favorites). List them down here.

Lesson

3

Creating Personal or Class Logo

In this lesson, you will experience how to create a logo that reflects you or your class identity.



What's In

Read the following statements. Write **T** if the statement is True and **F** if it is False.

1. The best personal logo is one brings your personality to life.
2. Typography is a great opportunity to add a personal touch to personal logo.
3. You do not need to use the color in making personal logo.
4. A symbol to your personal logo matches your skills, style and personality.
5. When it comes to determine your personal brand, no one knows better than you.



Notes to the Teacher

The teacher will provide pictures as examples so that the learner can easily understand what is being discussed in this module. He/she should also monitor closely the progress of the child. It is strongly advised that there will be once a week interaction between the teacher and the learner.



What's New

1. As you go home, what have you seen on the streets?
 1. What are the advertisements do you see in the commercial building? Do they have logos?
 2. Do logos attract the consumers to buy a product? Why?



What is It

Personal Logo Design

When it comes to determining your personal brand, no one knows better than you. Whether you're traditional, trendy, or tough. The best personal logo is the one brings your personality to life. You will have a lot freedom as you start designing your personal brand, so it helps to have some logo design tips to direct your creativity.

If you are looking to personal logo design inspiration and advice, you have come to the right place. Look logos from some of the biggest names online to see how others are using fonts, colors, and symbols to brand themselves online.

Personal Logo Best Practices

1. Color

As you start selecting colors for your logo, don't just look for colors that you like – look for colors that reflect how you want to be seen. By focusing on the response you want to generate with your personal logo, you will be able to find colors that support your brand and resonate with your audience. Keep your color scheme simple, with no more than two colors max, or only one bright color paired with black and white.

2. Layout

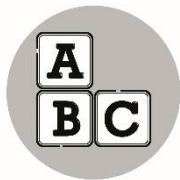
When you make a logo for yourself, you need to consider where you will be promoting your brand. Will your logo mostly pop up in print? If you are not sure which mediums you will be using, opt for a clean lay out, which will scale well to fit a variety of applications. Of course, if you want a bit more flexibility, you can always create multiple logo variations for different applications.

3. **Typography**

Your logo's typography is a great opportunity to add a personal touch to your personal brand. Many people choose to use script style typefaces since they resemble human handwriting and can make your logo look like a signature. If you choose to go the script font route, make sure your font is easily readable across a variety of sizes and mediums.

4. **Symbol**

If you want to add a symbol to your personal logo, make sure it matches your skills, style, and personality. If you will be promoting a particular product or service with your personal brand, your symbol will also need to reflect that. Whatever symbol you choose, check that it scales well and suits your other design elements-to create a cohesive impression of your brand.



What's More

Activity: Creating Personal Logo

What do you need?

1. Coupon bond
2. Pencil
3. Ruler
4. Crayons

What to do?

1. Using a pencil, create a drawing of your personal logo on a coupon bond.
2. Be sure the elements and principles of arts were present.
3. Finish your art work on time.



What I Have Learned

The personal logo best practices are:

1. Color
2. Layout
3. Typography
4. Symbol



What I Can Do

Create a Class Logo. A rubric will be the basis for your score.

Criteria	5 Very Evident	3 Evident	1 Not Evident
1. Follows all the steps correctly			
2. All elements and principles of arts and design were present			
3. Showed creativeness			
4. Finishes the artwork on time			



Assessment

Read the statements carefully. Write **TRUE** if the statement is correct and **FALSE** if it is wrong. Use a separately sheet of paper for your answer.

1. Logo designers believed a logo could be designed to symbolize them.
2. People are not influenced by logos visual appeal when they are looking for a particular product.
3. A logo can be made by simply adding text, shape, colors and pictures.



Additional Activities

Create a logo using pictures and text on your cellphone.



Answer Key: Lesson 1

Assessment
1. A 2. A 3. A 4. B 5. A

What's New
Answers may vary
What's More
1. Circle 2. Square 3. Triangle 4. Rectangle 5. Diamond
What I Can Do
1. T 2. T 3. T 4. T 5. F

What I Know
1. ✓ 2. ✓ 3. x 4. ✓ 5. ✓ 6. ✓ 7. ✓ 8. x 9. ✓ 10. ✓
What's In
1. ✓ 2. x 3. ✓ 4. x 5. x



Answer Key: Lesson 2

<p style="text-align: center;">Assessment</p> <ol style="list-style-type: none"> 1. Words 2. Experiences 3. Symbols 4. Experiences 5. Symbols 	<p style="text-align: center;">What's More</p> <ol style="list-style-type: none"> 1. Text 2. Experiences 3. Symbols <p style="text-align: center;">What I Can Do</p> <ol style="list-style-type: none"> 1. C 2. B 3. B 4. A 5. C 	<p style="text-align: center;">What I Know</p> <ol style="list-style-type: none"> 4. Yes 5. No 6. No 7. Yes 8. Yes 9. Yes 10. Yes 11. Yes 12. Yes 13. Yes <p style="text-align: center;">What's In</p> <ol style="list-style-type: none"> 1. T 2. F 3. T 4. T 5. T
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Answer Key: Lesson 3

<p>What I Can Do</p> <p>c/o rubric</p> <p>Assessment</p> <ol style="list-style-type: none">1. True2. False3. True	<p>What's New</p> <p>c / o rubric</p> <p>What's More</p> <p>c/o rubric</p>	<p>What I Know</p> <p>Answers may vary</p> <p>What's In</p> <ol style="list-style-type: none">1. T2. T3. F4. T5. T
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