

Effective Logos C 15/30

The student has demonstrated each specific feature to a **C** level of the performance standards

“Explore Design Elements and Principles used to make an effective logo”

Practical Application

PA1 Conceptualisation, development, and resolution of imaginative or personally relevant visual ideas.

The study acknowledges an understanding of graphic design processes and has identified the essential elements to be considered in the design of effective logos. In response to the analysis of existing logos the student has explored and attempted successive re-designs of 6 logos with a presentation of alternative resolved ideas for each.

PA3 Documentation of creative visual thinking and/or problem-solving processes.

The student has presented a series of possible interpretations of the redesign of logos with reference to consideration of design features (elements and principles, typography and symbols) Documentation of the thinking and problem solving is presented in an organised and logical format with appropriate headings and accompanying annotations relevant to logo design.

Analysis and Synthesis

AS1 Critical analysis and interpretation of works of art or design from different contexts.

Throughout the study there is considered critical analysis and interpretations of logo designs in response to the visual evidence in the examples referencing designs from different eras and contexts.

AS2 Use of visual arts language to interpret, respond to, and synthesis thoughts on visual arts, including issues and/or questions.

There is competent use of visual arts language throughout in response to identifying specific art elements and principles in each logo referenced. Attempts are made to synthesise thoughts on what makes an effective logo design referencing existing logos and redesigns.

The concept of updating designs for changing times is another issue reflected on.

AS4 Evaluation of, and conclusions about, visual arts learning.

Evidence of the visual arts learning that has occurred over the course of the study is provided in annotated notes throughout and the key points summarised in the conclusive statement.

Inquiry and Exploration

IE1 Use of research skills and understanding of inquiry methods to locate and acknowledge sources, explore, experiment, and develop insights into aspects of the visual arts.

Competent use of research skills to locate relevant material across a broad spectrum of sources which have informed the students insights into the design process and logo designs providing direction to their practical exploration and extension of redesign concepts.

The bibliography documents and appropriately acknowledges the range of sources accessed.

IE2 Exploration and self-analysis in development of personal aesthetic through visual arts.

Evidence of some considered exploration redesigning existing logos with solutions directly prompted by the approach of four designers focusing on colour, shape and typography manipulations. These elements were identified as the essentials of effective logo designs and became the focus of the study with attempts at developing a personal aesthetic within these perimeters.

	Practical Application	Analysis and Synthesis	Inquiry and Exploration
C	<p>Considered conceptualisation, development, and resolution of imaginative or personally relevant visual ideas.</p> <p>Organised documentation of creative visual thinking and/or problem-solving processes.</p>	<p>Informed and considered critical analysis and interpretation of two or more works of art or design from different contexts.</p> <p>Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</p> <p>Competent and appropriate evaluation of, and conclusions about, visual arts learning.</p>	<p>Competent use of research skills and considered understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment, and develop some insights into different aspects of the visual arts.</p> <p>Some considered exploration and self-analysis in development of a personal aesthetic through the visual arts.</p>