

# Arts

## Quarter 1 – Module 3:

### Drawing a Logo

**Arts – Grade 6**

**Alternative Delivery Mode**

**Quarter 1 – Module 3: Drawing a Logo**

**First Edition, 2020**

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## **What I Need to Know**

This module was designed and written with you in mind. It is here to help you master in drawing a logo. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. 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 textbook you are now using.

This module will help you to draw a logo.

The module has one lesson in title:

- Lesson 1–Drawing a Logo

After going through this module, you are expected to:

- Creates personal or class logo as visual representation that can be used as a product, brand, or trademark (A6PR-Id)



## **What I Know**

Directions: Write **TRUE** if the statement is correct and write **FALSE** if it is wrong.  
Write your answer on a separate sheet of paper.

- \_\_\_\_\_ 1. A logo is a unique identifying symbol.
- \_\_\_\_\_ 2. The simplest logos are the ones people remember the most.
- \_\_\_\_\_ 3. There is no specified software for logo making.
- \_\_\_\_\_ 4. A logo reflects a business commercial brand through the use of shapes, fonts and colors.
- \_\_\_\_\_ 5. A great logo should be simple enough to be able to be scaled down or up and still look good.
- \_\_\_\_\_ 6. A logo is a visual image of what your product/brand represents.
- \_\_\_\_\_ 7. In creating a logo, you cannot use your skills in arts rather it needs your skills in using computer.
- \_\_\_\_\_ 8. Logos should be original.
- \_\_\_\_\_ 9. A great logo should be impactful.
- \_\_\_\_\_ 10. In creating a logo, it must be complicated so that it will become more interesting to the people.

# Lesson 1

## Drawing a Logo

A logo is a unique identifying symbol. It is a special image to identify a business, group, or a product. Logos may look too simple but it actually takes time and effort to create it. There are a lot of logos but only a few really stand out.



### What's In

Directions: Match the term in Column A with its description in column B. Write the letter of the correct answer in the separate sheet of paper.

1. It is collection of programming code installed on your computer's hard drive.	a. Canvas
2. An icon that's used to create diagram connectors	b. Software
3. An icon used for creating and editing text	c. Spiral Tools
4. It is the play area for your creations, the canvas has no borders.	d. Text Tool
5. An icon used for creating and editing spirals	e. Connector Tools



### What's New

Look! Are you familiar with these pictures?



Where can you find it?  
Do you have a facebook accounts?  
Do you know the meaning of DepEd?

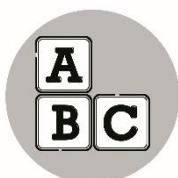


## **What is It**

Notice that logos are created using three design elements: graphics, letters, or both. Deciding which one you will use is just the beginning of the challenge. Whichever you choose, make sure people will easily recognize it.

There are businesses, groups, or products here and abroad that are useful in this. Examples of graphics are Jollibee, Philippine Airlines, and the Olympics. Examples of letters are Disney, SM, and National Book Store. Others like Samelco II, prefer to both graphics and letters.

This is where your knowledge of art elements and principles will be put to good use because it will guide you in designing a logo.



## **What's More**

### **Activity 1**

Directions: Name the different logo, choose the correct answer on the box and write your answer in a separate sheet of paper.

GMA	Adidas	McDonalds	ABS-CBN
Nike	Shell	Instagram	Google Chrome
Paint Program		Jollibee	



## Activity 2

Directions: Read and answer the questions carefully. Write your answers on a separate sheet.

1. Why is logo important to an organization?
2. How do the elements of art such as lines, shapes, colors, and textures affect the impact of a logo?



## ***What I Have Learned***

Directions: Answer the following questions base on what you have learned in our topics. Write your answers in your quiz notebook/answer sheet.

1. What is logo?
2. What are the art elements and principle of design were used in the logo design?



## **What I Can Do**

Directions: Discuss the following questions. Write your answer in the separate sheet of paper.

1. If you will be given a chance to put up business of your own, what would it be? Why?
2. What type of art will you use in promoting your business? Traditional hand drawn or digital art? why?
3. Do you think that making a unique logo for your business is important? Why? Why not?
4. Is it important to know how to make a logo using software? Why?
5. Do you think it can help you for future purposes? Why?



## **Assessment**

### **Activity 1-Logo Design Making**

Materials: Laptop/Desktop

Software: Inkscape or MS Paint

Read and understand the direction.

1. Open the software Inkscape or MS Paint.
2. Draw a simple logo design. (You can use the shapes under the insert tool bar).
3. Logo should be unique or original.
4. Be specific of what logo you will make.
5. Be sure the elements and principles of arts were presents.
6. Finished your artwork on time.

### **Alternative for Activity 1-Logo Design Making**

Materials: graphing paper, pencil, ruler, coloring materials (colored pens or pencils are good but crayons and water medium can also be used)

\* In the absence of a graphing paper, you may use a short bond paper and draw your own grid squares (suggested size per grid box is 1 x 1 cm) using your pencils and ruler on a bond paper.

Read and understand and follow the directions.

1. Imagine a symbol or logo you want to make.
2. Using a pencil draw your work on a Graphing Paper.
3. Remember the Simple Rules in making a Pixel Art, start coloring each box of the graphing paper with the color of your choice. One box, one color. There are no half-colored boxes.
4. Be sure the elements and principles of arts were presents.
5. Finished your artwork on time.



## ***Additional Activities***

Directions: Discuss the following questions base on your created logo on the assessment. Write your answer on the different sheet of paper.

1. What elements of art and principle were utilized on your logo?
2. What are the different art skills you used?
3. Were you able to relate the elements of art and principles of design on your expression of mood and feelings? Why? Why not?



## Answer Key

Activity 1	What's More	What I Know
10. Adidas	9. Nike	10. False
9. ABS-CBN	8. ABS-CBN	9. True
8. Instagram	7. Instagram	8. True
7. Google Chrome	6. Google Chrome	7. False
6. McDonalds	5. McDonalds	6. True
5. Shell	4. Shell	5. True
4. Paint Program	3. Paint Program	4. True
3. GMA	2. GMA	3. False
2. Jollibee	1. Jollibee	2. True
1. True		1. B
		2. E
		3. D
		4. A
		5. C

What's More Activity 2	What I Can Do	Assessment
Answers may vary!	Answers may vary!	Own Logo Design