



MARKETING CLUSTER

LESSON 3

Lesson Plan Title: Days 3 & 4: Designing your own Logo		Instructor:
Suggested Total Time for Lesson (minutes): 80 minutes (2 days)		
Content Focus - What Will Students Learn? (Content Skill Sets)		
0972.MK.0425.21 Position company to acquire desired business image		
Materials and Resources- What do you need to assemble and prepare before the lesson?		
Materials: <ul style="list-style-type: none"> • Pencil • Paper • Sketch your Own Logo Worksheet 1/student • Color Pencils/Crayons/Markers • Computer (if using computer-based option) 		Resources: <ul style="list-style-type: none"> • Marketing Cluster PowerPoint Presentation
Lesson Outline: What learning activities will your students do?		
Time	Sequence/Description of Learning Activity	
5 minutes	Get Started/Explain: Start with the Marketing Cluster PowerPoint Presentation on slide 9. Tell students today they are going to be designing their own logo.	
65 minutes	Discover/Engage/Practice: If you are doing the Marketing Lesson following the Business Lesson you can have the students create a logo for the product/prototype they created throughout those lessons. If you did not do the lessons in that order, have the students create a logo that represents them. If the students start to get stuck, encourage the student to find a way to incorporate their favorite shape or a letter in their name into the design. Use the provided Sketch Out Your Logo Ideas Worksheet. Computer-Based Option: In Adobe Illustrator for use in other publications, such as business cards, menus, or advertisements. Students learn about file formats, resolution, and image size and select appropriate settings for a variety of final product scenarios. Non-Computer Based Option: Have students use paper, pencil, colored pencils, and markers to design a sketch of their logo.	
10 minutes	Check for Understanding/Summarize/Close: Have students group in pairs and share their logos with each other, reflecting on why they made the choices they did.	
Modifications, Support, and Extensions (for those students with IEP)		
Reflection- Did the students learn the content outlined in the lesson focus? Why or why not?		