

Vector vs. Raster: Designing a Simple Logo

Name: _____ **Date:** _____

LEARNING OBJECTIVE

The student will design a simple original logo using basic shapes and explain the difference between vector and raster images.

MATERIALS NEEDED

- A tablet, phone, or computer with a free drawing app (shape tool preferred)
- Paper and pencil for sketching
- Colored pencils

HANDS-ON ACTIVITY

1. Brainstorm 3 rough logo ideas on paper for a pretend brand (a lemonade stand, a sports team, a club, or a business you invent), using simple shapes and 1-2 letters.
2. Choose your favorite idea and refine the sketch on paper, keeping it simple enough to build from basic shapes.
3. Recreate your logo digitally using your app's shape tools (circles, rectangles, lines) and text tool, keeping the design clean and readable at a small size.
4. Fill your logo with no more than 3 colors, choosing colors that fit the brand's mood.
5. Save your final logo and, on paper, write a short paragraph explaining what your brand is and why you chose your shapes and colors.

QUESTIONS

1. What brand did you design a logo for, and what shapes did you build it from?
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2. Why did you choose the colors you used for your logo?
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3. What is the difference between a vector image and a raster image?
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4. Why is a logo usually better designed as a vector image rather than a raster/photo-based image?
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