

TIDEE

Transferable Integrated Design Engineering Education



UNIT 1: Getting Started

Selecting the Logo

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Session 4: Selecting the Logo

Announcements and Objectives for the Day (10 minutes)

- a. Achieve an overall perspective of the design process so that it can be applied to other projects and processes.
- b. Develop an appreciation and ability to engage in the *process* is the most important measure of success, rather than judging the quality of the *product*.
- c. Learn how multiple teams can participate together to make a group decision based upon criteria and using matrices.
- d. Develop better recording skills that document the team process as well as ideas and conclusions.

Selecting Ideas to Present to Class (5 minutes)

Take a few moments to decide which logo and visual graphic your team is going to present to the class.

Team Presentation of Logos (10minutes)

Each team will have two minutes to present their designs.

Selection of a Logo Design (40 minutes)

Recording Information in Journals (15 minutes)

Instructor will summarize steps taken during this project. Each of the team reflectors will go to the board and represent one of the components of the design process (*information gathering, idea generation, problem definition, evaluation and decision making and implementation*). Class members will furnish an example of an activity done during the logo design. Reflectors will then list that activity on the board if it fits in their category. Recorders will record the responses in the team journal.

Reflectors Report (10 minutes)

Team members will help the reflector prepare the reflectors report. (4 minutes)

Reflector prepared to given strengths, needed improvements, insights and how the team adjusted when new ideas or information was discovered.

Activity: Selection of a Logo Design

Objective: To reach a consensus and select a logo for a client

Tasks

Facilitator works with entire group:

1. To establish a list of criteria that should be used to judge the logo.
2. To create a consensus on the criteria for selection.
3. Label each of the logos with a number.

Team Tasks

1. Recorder records the information on the spreadsheet provided. The criteria are placed in each of the rows. The logos are drawn above each column.
2. Each team decides the evaluating system to be employed. It might be -, 0, +; a number system from 1 to 6; words to describe attributes; etc.
3. Add additional criteria to list as needed.
4. Evaluate each logo and establish a first, second and third choice.
5. The process will be repeated for the graphic arts selection

Deliverables

1. Reporter prepared to give short report with reasons.
2. Facilitator helps class reach a consensus for the logo.
3. Reflector prepared to a short report on the difficulty that their team had in arriving at a consensus and how their team might improve on this process for the next design activity.

Criteria for Success

- Completeness of criteria.
- Team members listen to other teams suggestions.
- Teams are able to work toward a consensus in a positive manner.
- Quality of insights gained by the team.

Resources

- 12 minutes of team activity for selection of the logo design.
- Worksheets: Selection of Logo Design and Selection of a Graphic Arts Design.
- Logos developed from previous exercise.
- Team members experience in making decisions.

WORKSHEET SELECTION OF LOGO DESIGN

Logos

| <i>Criteria</i> | | | | | | | | | | |
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**WORKSHEET
SELECTION OF GRAPHIC ARTS DESIGN**

Graphic Arts

| <i>Criteria</i> | | | | | | | | | | |
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