

ACTIVITY 11.2



Team Logo Competition

Learning skills: *collaborating, using prior knowledge, defining purpose*

WHY



Teams are especially valuable for creative endeavors. In a team, you are able to draw on the talents of each member. In this activity, you will have the opportunity to further strengthen your skills at working in a team.

LEARNING OBJECTIVES



1. Develop teamwork skills in a fun, problem-solving environment.
2. Identify and then select team roles which will help your team efficiently solve a specific design problem.

PERFORMANCE CRITERIA



Criterion #1: the logo your team designs

Attributes:

- a. the number of points your team scores
- b. the creativity displayed and the clarity of the message

Criterion #2: the report about your team's performance

Attributes:

- a. includes at least two strengths, two areas for improvement, and two insights
- b. incorporates the answers to the Critical Thinking Questions

PLAN



1. Form teams of six.
2. Carefully read the Information section.
3. Identify and select a role for each team member that you feel can help the team win the competition.
4. Identify two characteristics of a good logo.

5. List words or phrases that describe your team.
6. Brainstorm on what logos could represent the idea you agreed upon in Step 5.
7. From the list generated in Step 5, choose three words or phrases that best describe the uniqueness of your team. Draw a circle around these three words or phrases. What idea do they suggest?
8. Circle two words from that list that when paired together, produce tension between them. This will help you become more creative by getting you out of your box and helping you view the world with a different perspective. Think of “tension pairings” such as a bubbly wrench or a stringent flower. Does this process begin to suggest new images for your logo?
9. Decide on your logo, sketch it, and submit it, along with your two characteristics of a good logo.
10. Answer the Critical Thinking Questions as a team.
11. Use the responses to the Critical Thinking Questions as the basis for a two-page team report about the team’s performance during this activity.

INFORMATION



A logo, if good, etches itself into the memory. Think of the Nike® “whoosh” and the McDonald’s® arches. For this activity, your team will first decide on the characteristics of a good logo and then come up with a logo that represents your team. Logos should be in black and white, so use only pencils or pens and white paper.

After submitting your logo, each logo will be judged. Points will be awarded according to the criteria below:

Does it provide the message the team wants to give about themselves? (1-5 points)

Is it memorable? (1-5 points)

Is it easy to reproduce? (1-5 points)

Is the presentation clear? (1-5 points)

4. What are the three most important features of your design?

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5. What is your anticipated score? What changes in your logo might improve your score?

6. What do you think is the optimal team size for this particular project? Why?