
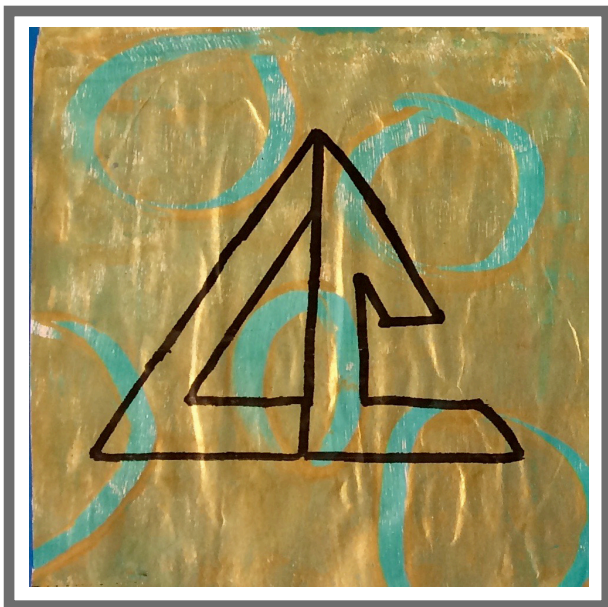


Monoprint Logos

Objective: Create logo and corresponding monoprints to emphasize the logo.

Grade Level		Medium	Making Connections	Elements & Principles	National Standards
K-2	3-5		Graphic Design Advertising	Line Color Emphasis	VA:Cr1.2
MS	HS				VA:Cr2.1 VA:Re8.1



Materials

- Gelli Plates (or another monoprinting surface)
- Brayers and Acrylic Paint
- Stencils and Texture Tools
- Computers
- Copy Paper
- Printer and Copy Machine

Introductory Activities

- Discuss what a logo is with your students.
- View some well-known logos and talk about the design elements students notice. What works? What doesn't?
- Watch a video clip about logos and/or branding.
- Discuss the importance of creating a simple design with emphasis.

1 Design Logo

Have students sketch out their logo design first. Then, using a digital platform like Photoshop, have students create their logos on the computer. Logos can include both hand drawn and graphic elements but students should only use the color black.

2 Create Monoprints

Once the logos are complete, students will create monoprint backgrounds using Gelli plates and acrylic paint on computer paper. Before printing, students should think about what color combinations, textures, and stencils could emphasize their logos. Have students create 6-10 different prints.

3 Print Logo and Make Copies

Flatten the monoprints by weighing them down for several days. In the meantime, print off each logo design. Then, simply run the monoprints through the copy machine so that the logo design copies right onto the monoprints.



Insider Tips

- Since the logos will print in black, have students use other colors for the monoprints.
- To encourage a more meaningful art experience, have students create a personal logo to represent themselves.