

What is a logo?

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| Definition: <i>look it up in an online dictionary</i> | |
| Etymology <i>find out the origin of this word on wikipedia</i> | |
| What different types of logos are there? <i>look at the logos on the handout and write a definition of each kind</i> | |
| Listen to the presentation and take notes | |
| Function of a logo | |
| Main characteristics | |
| What is the function of colour in a logo? | |
| Read the handout and take notes | |
| What are the main steps in designing a logo? | |
| Why is the choice of font important? | |