New York City College of Technology COMD 1112, Section D110

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**COMD 1112-Digital Media Foundations**

**Research Writing Assignment-1st Draft due February 19th**

Please select a logo of a well-known company (**but NOT Apple or Nike or Mercedes Benz, Starbucks or Coke** or **logos mention in your homework reading**) that you find particularly effective and investigate the history of this logo.

1. Questions you should address in your report should be who designed the logo, what the thought process was in developing it, whether it influenced other logos since it was created and how the images that surround that logo in advertising are intended to complement it. **Typeface** and **color** changes should be noted and discussed.
2. Are there images that surround that logo? Where is the logo found—web sites, print material etc. and bring in printed sample of one of these to our next class.
3. **If the logo has evolved, show the different logo designs**. Discuss the colors and typeface of the logo. Did those change over time?
4. Please scrutinize every part or phase of the logo.
5. Once you have done this research, write a summary of the information that you have learned. This assignment should be at least four typed written pages**, not including the graphic/logos or resources**. Use the article about the husky logo as a good guide for all the elements you should include in your report.
6. Please use spell check and be sure that you are paying attention to your sentence structure and punctuation. You must have a visual of the logo to accompany your text.
7. Also, be sure to note at least **5 sources** for your text, including sources for your images and use your own words in your text, see definition of plagiarism in your Student Handbook.
8. **Be sure to submit these writing assignments on paper, printing it from your word processing software, but also bring in the computer file to class on your flash drive.**
9. **Again, draft due February 19th. You should submit it to the Dropbox provided for this assignment on Blackboard. We will discuss during the first class.**