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COMD 1112 D109

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Assignment #2: Logo History

 <p>Walt Disney 1937-1948</p>	 <p>Walt Disney 1948-1972</p>
 <p>Walt Disney Productions 1972-1983</p>	 <p>Walt Disney Pictures 1983-1985</p>
 <p>Walt Disney Pictures 1985-2006</p>	 <p>Walt Disney Pictures 2006-2007</p>



WALT DISNEY PICTURES

“Walt Disney Logo.” *1000 Logos The Famous Brands and Company Logos in the World*, 1000logos.net/walt-disney-logo/.

Walt Disney started off his career with his first-ever business which was Laugh-O-Grams Studios. It was the beginning of his creation of cartoon films. But in 1923, Laugh-O-Grams studio was suffering from an unfortunate bankruptcy. Because of this bankruptcy, Disney moved out Hollywood in order to start all over again. He had only \$20 to his name. With the help of his brother Roy, Disney was able to produce his own short cartoon animation called “Alice and Oswald the lucky rabbit.” Both cartoons became very successful and popular. However when he tried to earn some money from his distributor for his cartoon. He found out that his distributor went behind his back and signed up almost all of his animators in order to make Oswald cartoons make less money. Disney reread his contract and soon realized that he didn’t own the rights to Oswald. In 1928, he lost his legal copyright for these characters since he couldn’t protect his legal right for his character.

Along with the help of his chief animator Ub Iwerks, Disney was able to design a brand-new character which was a little mouse and able to give the little mouse a personality. Ub was able to animate two Mickey Mouse cartoons. However, Disney couldn’t sell his cartoons due to the fact that the original two Mickey Mouse cartoons did not yet have sound. In their third cartoon Steamboat Willie, they introduced synchronized sound to the animation. The little mouse from Steamboat Willie became known as Mickey Mouse. Mickey Mouse became one of the most famous Disney characters that Walt Disney created. Due to the success of Steamboat Willie, in 1929 Walt Disney Production was created. This was the very beginning of Walt Disney’s successful career.



Stark, Tony. "The Walt Disney Logo." *Logaster Blog*, 11 Sept. 2019, www.logaster.com/blog/walt-disney-logo/.

When Walt Disney production was first created, its first-ever logo was the profile of Mickey Mouse which was rotated and changed colors. The logo featured a stylish word which was Walt Disney and home entertainment right below the logo. It takes advantage of Disney's first-ever creation which was Mickey Mouse. This logo was showcasing the improvement in technology animation during that time. Mickey Mouse was transformed from a touching mouse into a most famous brand. Mickey Mouse was the first cartoon character who was able to exceed the bound of screens



Sandu, Bogdan. "The Disney Logo and All There Is to Know about the Walt Disney Brand." *Design Your Way*, 13 Nov. 2019, www.designyourway.net/blog/graphic-design/the-disney-logo/.

In 1985, the Walt Disney logo had a transformed in its logo. They added a key visual, Cinderella's castle, to the Walt Disney name. The logo was on a dark purple/blue backdrop along with a shower of light that was descending from the top of the screen. It was forming into a stylized, segment castle which was a either white or purple with only 6 flags. Through the main gate of the Cinderella's castle had a white ball of light that formed and then extend out to form the word of Walt Disney along with the word "PICTURES" that was faded underneath Walt Disney



Nostra. "The Story Behind... The Walt Disney Pictures Logo." *My Filmviews*, 19 Dec. 2012, www.myfilmviews.com/2012/10/31/the-story-behind-the-walt-disney-pictures-logo/.

In 2007, Disney had struck a deal with Pixar to created an animated 3D version of their previous logo. The camera would zoom out of the castle while the 6 flags were moving. "Walt Disney Pictures" is shown after while the stars was drawn a line that was behind the castle which cast a shadows onto the castle.

RESOURCES:

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Stark, Tony. “The Walt Disney Logo.” *Logaster Blog*, 11 Sept. 2019, www.logaster.com/blog/walt-disney-logo/.