Center for Performing and Fine Arts *Logo Redesign*

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PA Leadership Charter School: Center for Performing and Fine Arts
West Chester, PA

The Problem Set:

PA Leadership Charter School: Center for Performing and Fine Arts (CPFA) does not have a strong logo that reflects the uniqueness and creativity of the school and its diverse student population. We need a fresh, new logo for our school to boost enrollment and bring the community together.

Existing logo

Mini-Practice Project: Personal Logo

Hello, my name is:

_____

PART 1: In your sketchbook, answer the following questions about YOU.

/ What is your idea of yourself?

/ What idea of you do you want other to have?

then

/ Brainstorm. Write a whole bunch (20) of adjectives on a page that you think describe you.
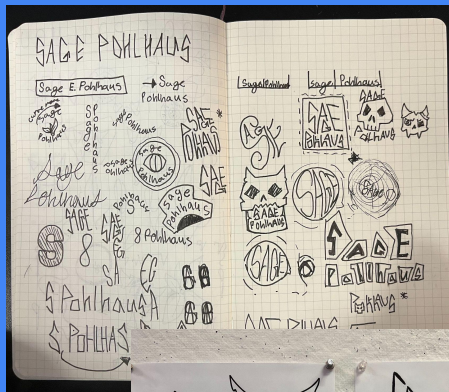
What is your:

Favorite color:

Favorite shape:

Favorite type of art or design:
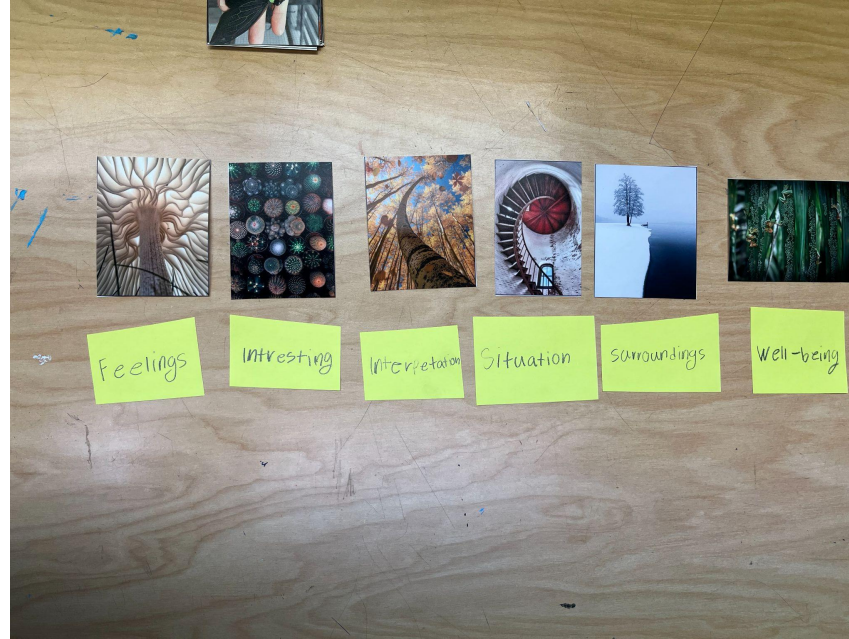OR my favorite artists/designer:

Favorite hobby or activity:

<u>Three</u> things I'm really good at:

-
-
-

Practice Exercise

Interpretation
"I gave this one interpretation as the scene is very vague and silent. The leaf in the front view is just frisking by. I connect it to myself in the way of needing quiet and the value of isolation. For me, I need to recharge, I need a quiet break and this image interests me the same." - Sam P.

Empathy Mapping: *Self*

Logo Committee Questionnaire:

1. What is your relationship with the school?

2. What three words would you use to describe CPFA?

3. How would you describe CPFA to a friend?

4. Who is CPFA's target audience?

5. Which colors best suit CPFA?

6. Are there any colors you do not want to use?

7. What should the new CPFA logo achieve?

8. What message or emotion would you like the CPFA logo to convey?

9. Should the new CPFA logo have a tagline?

10. Any other comments you would like the designers to consider?
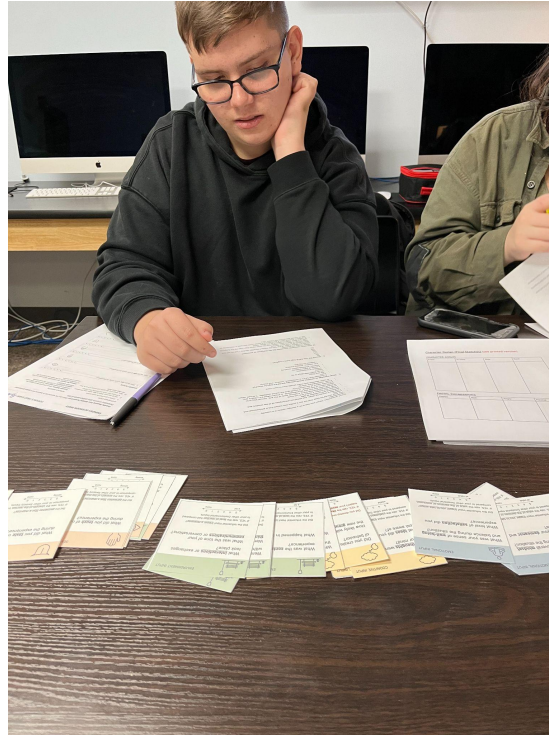
What did you hear of note during the experience?

"I heard lots of music coming from the other room and voices of my classmates and teacher talking about the survey."

Have you experienced this type of situation before? Did you relate to the experience via a memory?

"I have designed a logo or two prior. This was similar to when we gave feedback on our own [personal] logos."

Empathy Mapping: *Students & Faculty*

CPFA Logo Redesign questionnaire

The CPFA logo is getting a fresh new look and we need YOUR feedback! Please answer the questions below in detail. Your input will help guide our design process.

What is your relationship with the school?

○ Parent
○ Student
○ Teacher
○ Administration
○ Other...

What three words would you use to describe CPFA?

Short answer text

How would you describe CPFA to a friend?

Long answer text

Who is CPFA's target audience?

Long answer text

Which colors best suit CPFA?

Short answer text

Are there any colors you do not think should be used?

Short answer text

What should the new CPFA logo achieve?

Long answer text

What message or emotion would you like the CPFA logo to convey?

Short answer text

Should the new CPFA logo have a tagline?

○ Yes
○ No
○ If Yes, please type your suggestion in the box below

Any other comments you would like the designers to consider?

Long answer text

The students wondered why they needed to interview three other people, but then answered their own question, "Because we can't just design a logo for other people based on our own thoughts!"

Journey Mapping

Analyze the Similarities:

"A lot of the responses had to do with the importance of the project as well as remarks on cognitive inputs."

Analyze the Differences:

"Other than cognitive inputs all the input answers were different."

Insights into patterns and trends:

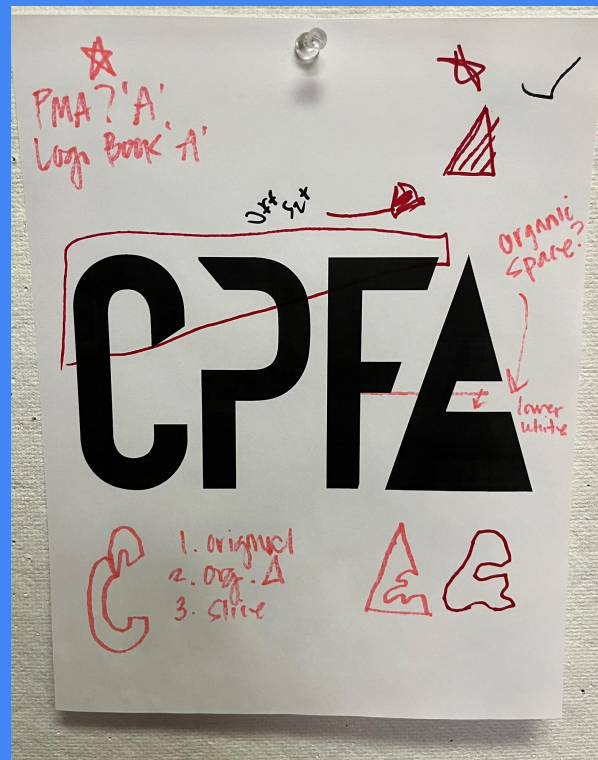*"The words 'important' and 'creative' were mentioned a lot."*

Logo Sketching, Design & Feedback loops

WORDS THAT DESCRIBE CPFA:
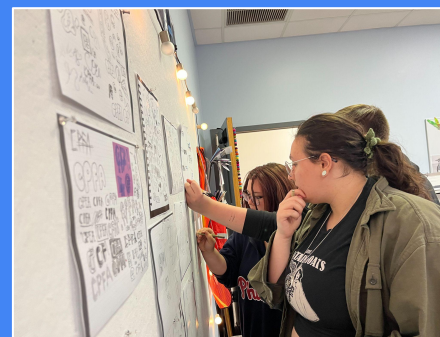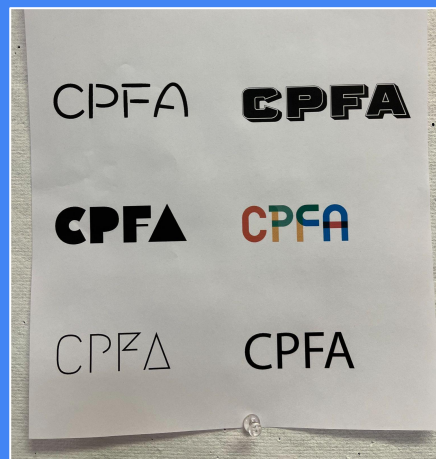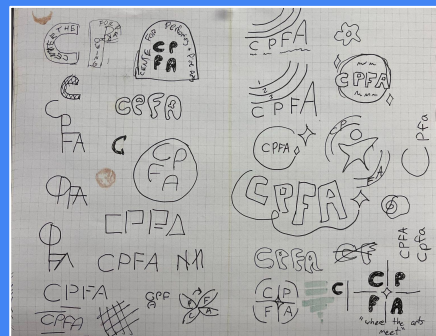
Logo iterations & Refinement
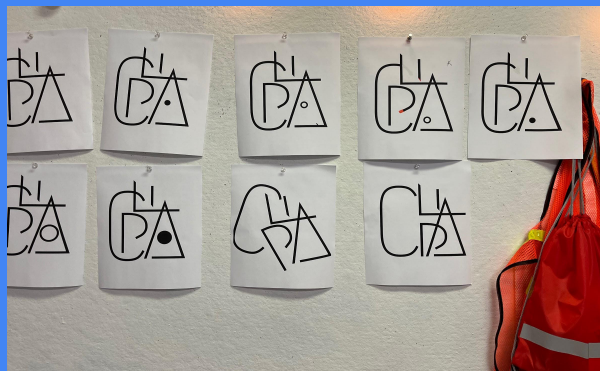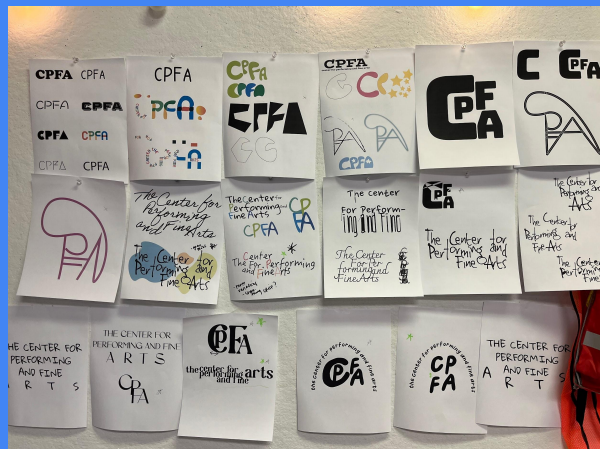
Logo Presentation to Committee
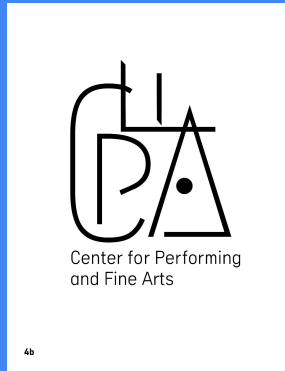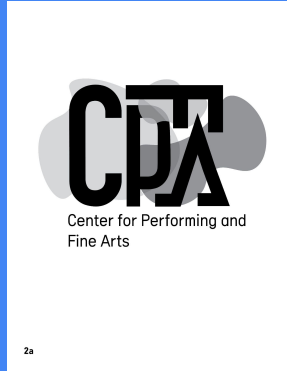
Visual Storytelling & Plan of Action

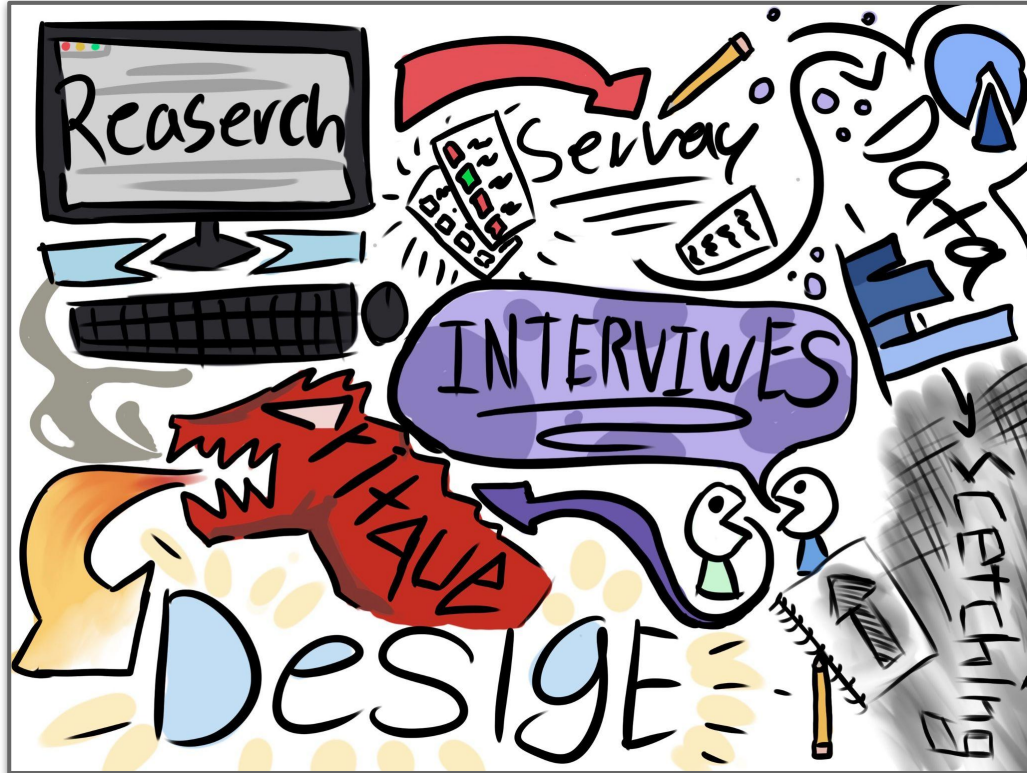|	URGENT	NOT URGENT
MUST HAVE	**MUST DO FIRST** Get an understanding of what people want from the project. And start the design prosses	**MAKE TIME FOR THIS LATER** Sketches and deisgns ready for cariqc as reserch
SHOULD HAVE	**SHOULD DO SOON** A list of what is wantd and some form of data like a servay to undertand what is wantec	**ADDRESS AS TIME ALLOWS** things like taking the design and puting it on products, or in advertisments
NICE TO HAVE	**TO DO LATER** A more orginised set of dada like a word cloud or numarical data	**TAKE NOTES FOR REFERENCE** any ideas that dont tottaly aligh with the design its self so like sugjustions on useage

Sage P. / Sketchnoting

Visual Storytelling & Plan of Action
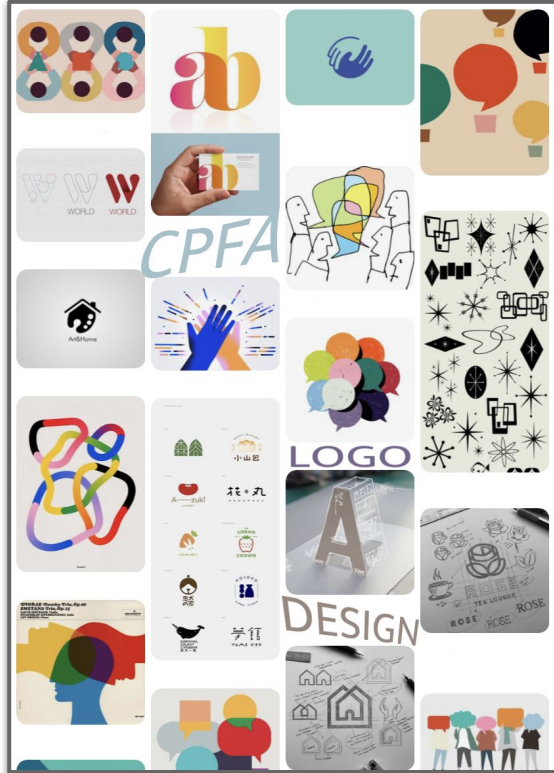

Sam P. / **Mood Board**
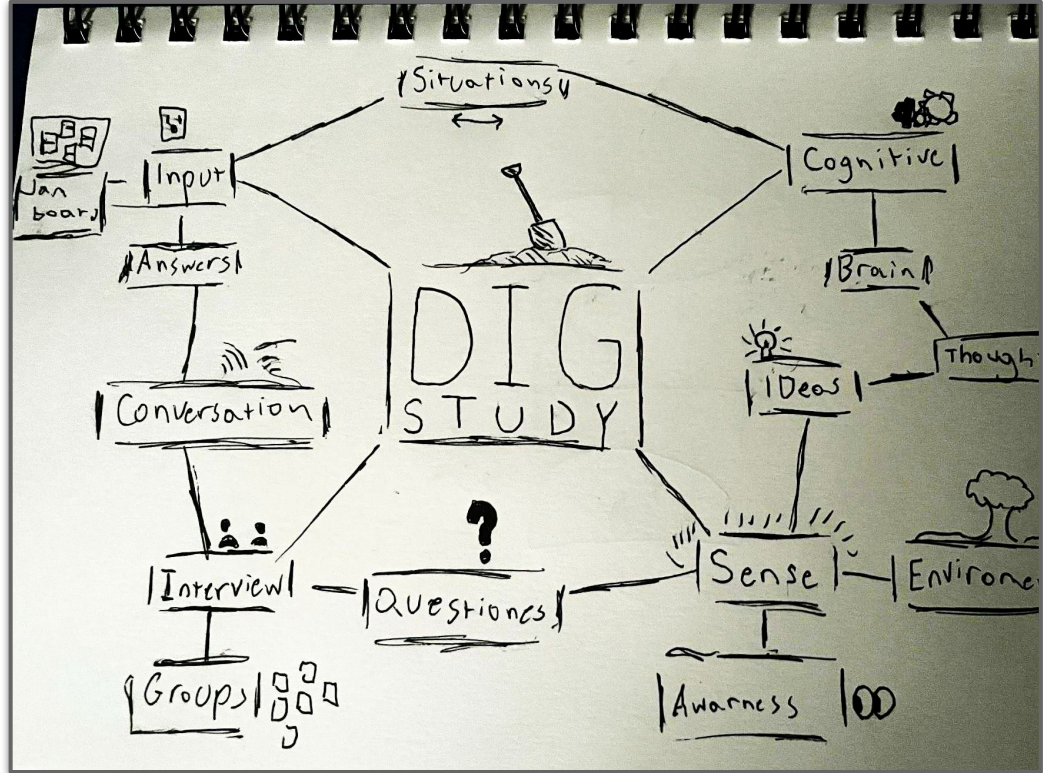
Peyton W. / **Mind Map**

CPFA Logo Redesign Continued!

Using a modified Art of Being Curious
model with a new group of students

- Mini Practice Project to introduce the design
process

- Interview others to gain Empathy and learn
from multiple perspectives

- Formative assessments, Group critiques and
Feedback loops

- Plan of Action to involve student in their
learning and anticipate future unknowns.
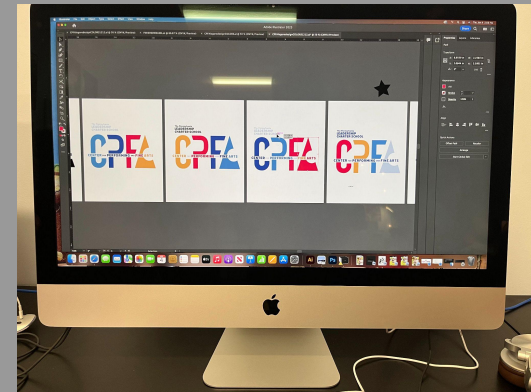
CPFA Logo Redesign Continued!

Final Logo Design

I believe the final CPFA logo truly captures the spirit, creativity and professionalism that our school represents. It was incredibly meaningful for me to collaborate with such talented students on this project. Applying the Art of Being Curious methods throughout gave me a special insight into the real-time connections that my students were making. This approach was a game-changer in my classroom!