

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:

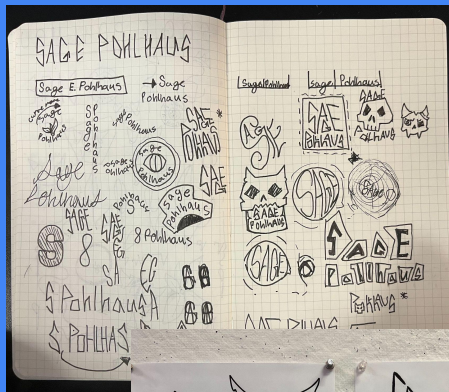
Favorite shape:

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

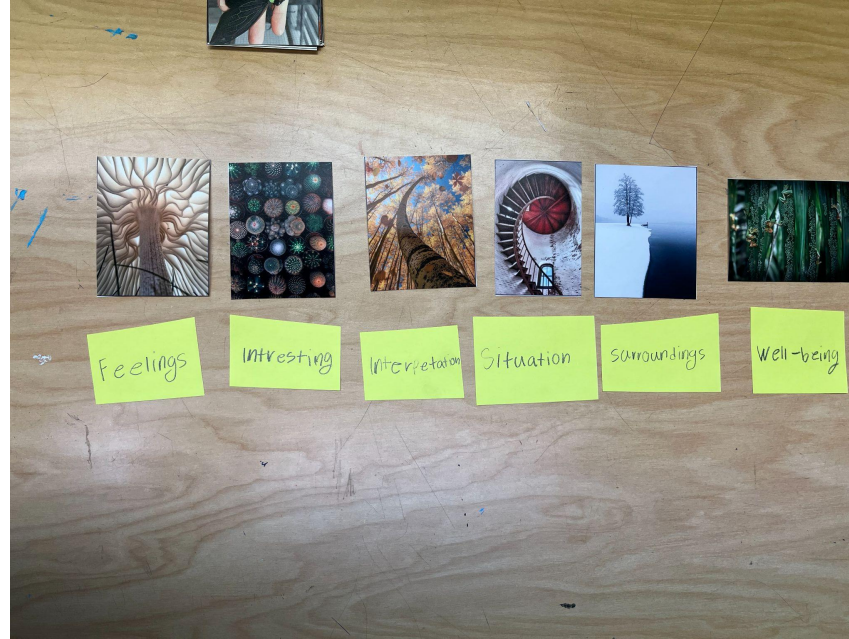
Favorite hobby or activity:

Three things I'm really good at:

-
-
-



Practice Exercise



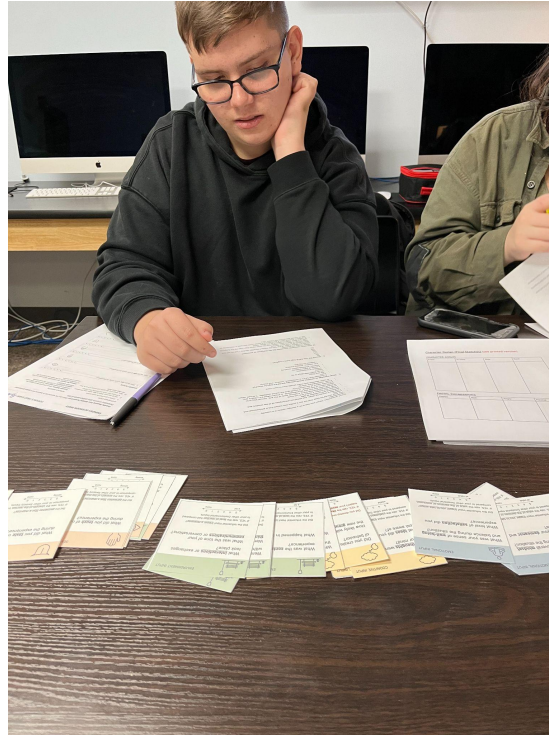
Interpretation

"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:

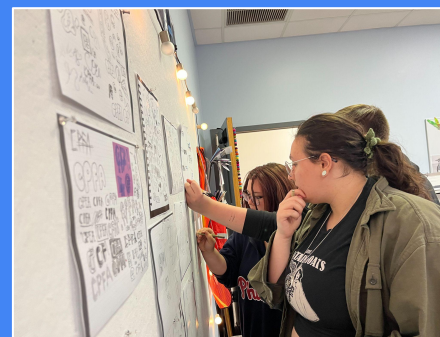
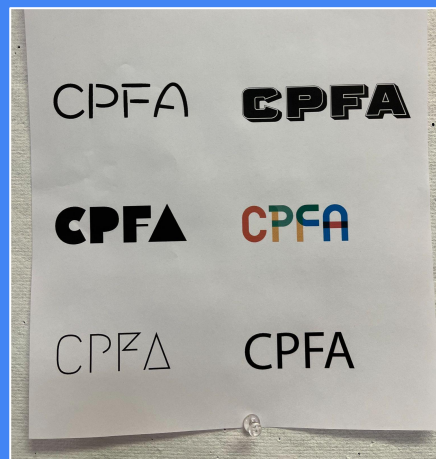
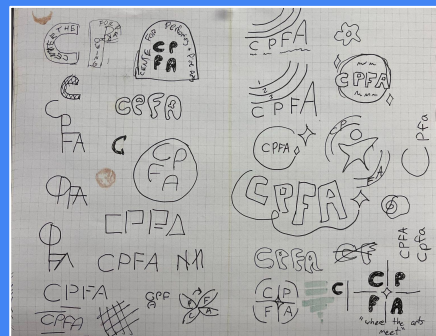
"The words 'important' and 'creative' were mentioned a lot."

	Perspective on Situation, Meaning	Typical or Unusual Experience	Past or Recent Experience	Purpose of Context	Importance of Situation	Needs & Requirements	Actions & Approaches	Response & Reaction Triggers	Pattern of Behavior Triggers	Decision & Conclusion Triggers
Person 1) Responses	I am a designer looking for additional information on a logo redesign.	This isn't a normal set of circumstances as this is a very different approach to our normal design strategies as it asks an entire set of things.	The amount of focus on this project has evolved.	To find other perspectives on the school logo redesign.	Ugly logo? :/	needed questions answered. Questions to help with logo development like color, inspiration, style.	We have used a very open-ended approach with no limit to how any of the required questions were answered.	I was focused on the responses to ensure I collected all of the information correctly.	The answers did help me get a slight idea on the direction we would go with the logo.	The consistent response of professional as well as creative logo.
Person 2) Responses	Really important to get input from a wide range of voices considering many different perspectives.	Definitely out of the ordinary something never been a part of in the past.	Definitely evolved overtime has been something thought about for several weeks.	to improve brand recognition for caps and instant identification of caps through the visual area.	Brand recognition, visual impact, word choice.	Time to really create prototypes to get feedback from many stakeholders.	Surveyed and interviewed people devoted time to design thinking.	Cognitive and emotional inputs.	cognitive inputs.	emotional and cognitive inputs.
Person 3) Responses	His perspective was as a blood male, as somebody not from the area. Interestingly, he felt that his perspective was valuable.	This is a typical set of circumstances due to the family being educated, he often asked to come about hard questions and the perspective on them at home.	It has just evolved over time, the question was the same when he was asked in 2017, he only became concerned when his perspective was asked.	The purpose of the context was to give him a better understanding of how to answer each question.	Perspective, inclusion, and understanding.	He needed some questions to be explained so he could give a helpful answer.	Tried to be sensitive to those with in the CPRA community, and had a capital approach so that he was going to take to the project.	Sensory, Environmental, cognitive, and emotional.	He had never been asked about these inputs before as he now have a heightened awareness of how they impact his behavior.	Cognitive, Emotional.
Person 4) Responses	Doesn't mean much because she is graduating, it would be nice to change it.	pretty normal	n/a	provide answers to help create a new logo.	important	Input from the community to create the best logo that suits the community.	interviews and survey.	cognitive.	n/a	cognitive.
What's the Same?	Analyze similarities... A lot of the responses had to do with the importance of the project as well as remarks on cognitive inputs.				Analyze similarities... All responses similar in impact the logo should have.		Analyze similarities... Cognitive inputs were mentioned in every response.			
What's Different?	Analyze of differences... Differences in questions interpretation and what the question meant to them.				Analyze of differences... lots of different "buzzwords" for the logo.		Analyze of differences... Other than cognitive inputs all the input answers were different.			
Insights into Response Patterns & Trends.	Insights into patterns & trends... Provide to create new logo was mentioned a few times.				Insights into patterns & trends... Important and creative were mentioned a lot.		Insights into patterns & trends... Cognitive inputs were mentioned a lot when asked about the inputs.			

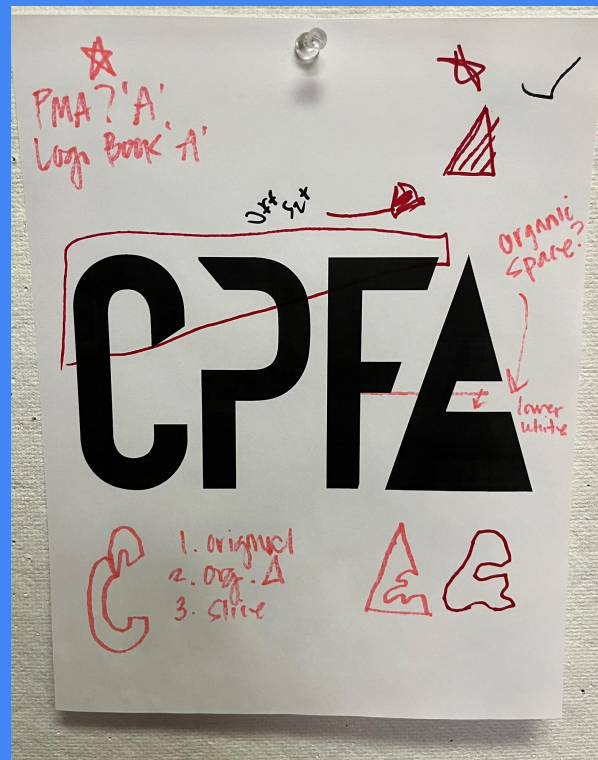
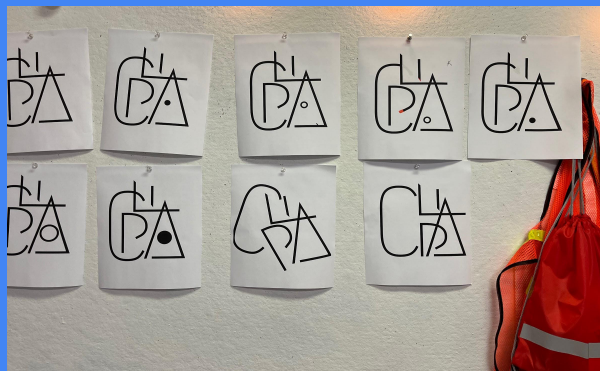
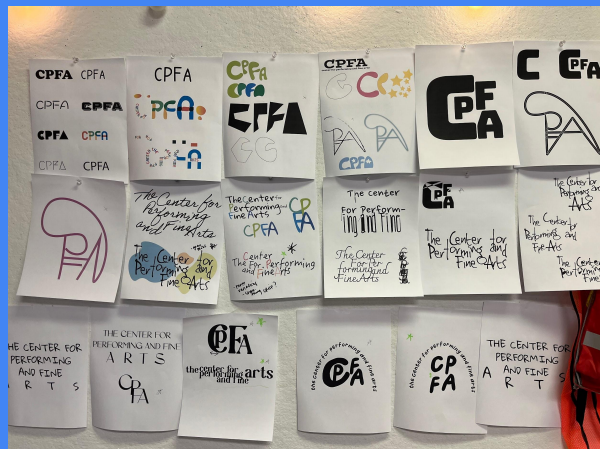
Logo Sketching, Design & Feedback loops

WORDS THAT DESCRIBE CPFA:

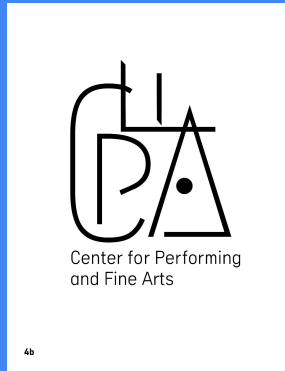
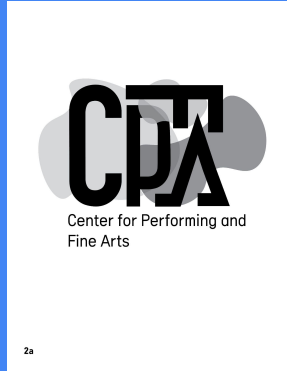
special experiential everything learning rigorous
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artistic unique family vibrant
inspiring talent fulfillin
inviting performances eclectic professional community



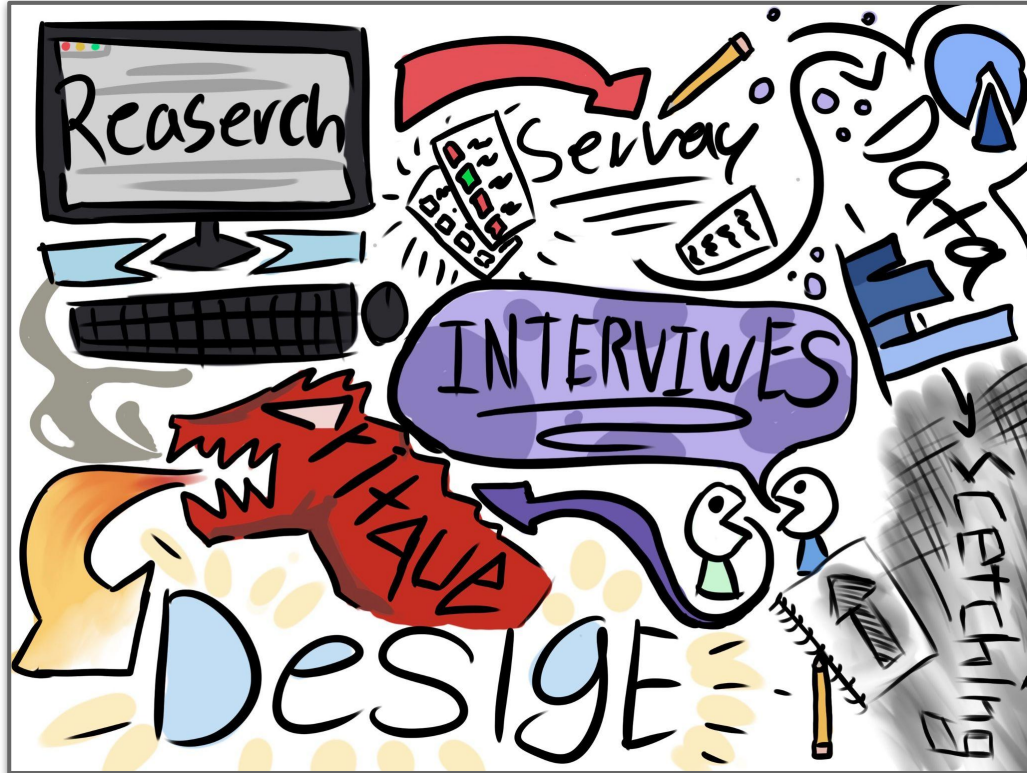
Logo iterations & Refinement



Logo Presentation to Committee



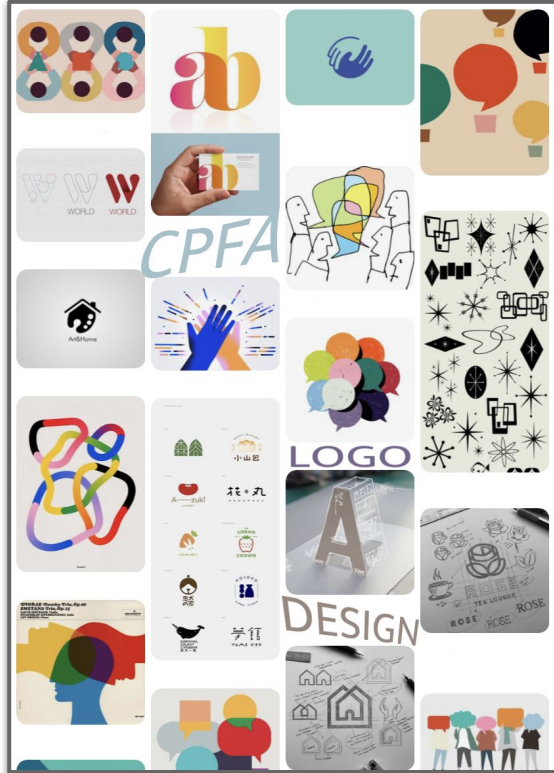
Visual Storytelling & Plan of Action



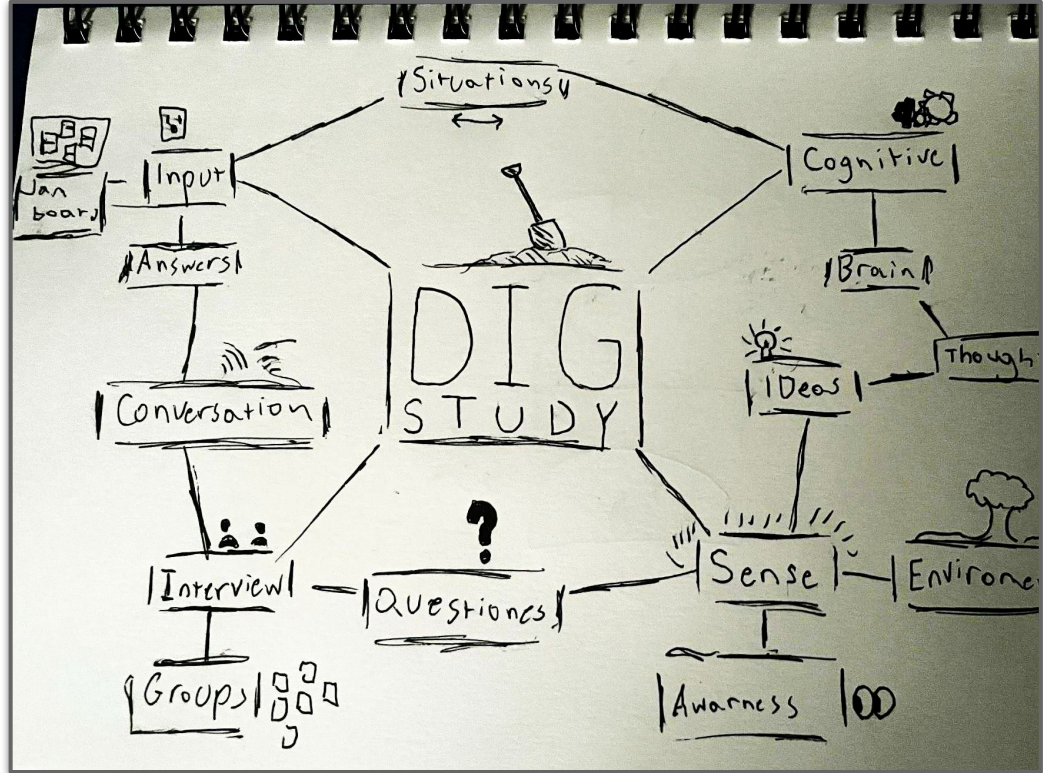
Sage P. / Sketchnoting

	URGENT	NOT URGENT
MUST HAVE	<p>MUST DO FIRST</p> <p>Get an understanding of what people want from the project.</p> <p>And start the design processes</p>	<p>MAKE TIME FOR THIS LATER</p> <p>Sketches and designs ready for critique as research</p>
SHOULD HAVE	<p>SHOULD DO SOON</p> <p>A list of what is wanted and some form of data like a survey to understand what is wanted</p>	<p>ADDRESS AS TIME ALLOWS</p> <p>things like taking the design and putting it on products, or in advertisements</p>
NICE TO HAVE	<p>TO DO LATER</p> <p>A more organized set of data like a word cloud or numerical data</p>	<p>TAKE NOTES FOR REFERENCE</p> <p>any ideas that don't totally align with the design itself so like suggestions on usage</p>

Visual Storytelling & Plan of Action



Sam P. / Mood Board

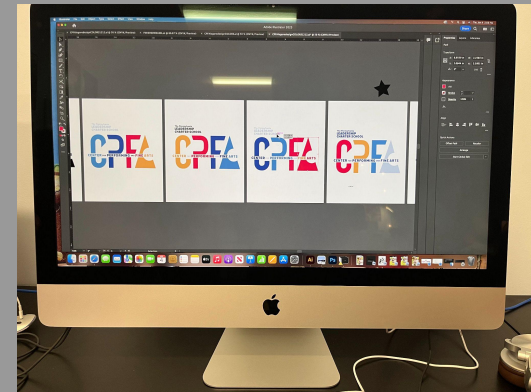


Peyton W. / Mind Map

CPEA 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.



CPEA 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!