

Logo Analysis Essay Assignment

Choose one of the logo sets and write a two-page essay in which you analyze how the company's messages, as conveyed through the logos, have changed over time. Be sure to offer an interpretive claim that focuses on messages and their relationship to design elements such as shape, space, color, and text. Use the notes from your Logo Analysis Tool: Changes across Time to help shape your thinking.

Be sure to

- make an interpretive claim early in the essay, linking messages to design.
- organize your analysis around ideas or elements of design.
- cite plenty of evidence/examples from the logos to support your points.