



Name

Date

Project 3 Planning Form

Instructions

Complete this form to help you sketch design ideas for your **app icon** and **company logo**. You will be designing three versions of your icon on the computer, then selecting one to use throughout the projects in this simulation. You will also design a company logo based on your app icon design to use throughout this simulation.

Planning Your App Icon Design

Your **mobile app icon** will be designed within a rounded rectangle measuring 2" high by 2" wide. Users who download your app will tap this icon to launch the app on their mobile devices.

1. For inspiration, begin brainstorming ideas for your app icon by searching the internet or the app store. On the following page, sketch three icon designs for your mobile app. Carefully consider the colors and font you will use and whether to incorporate your app's full name or an abbreviation into the design.

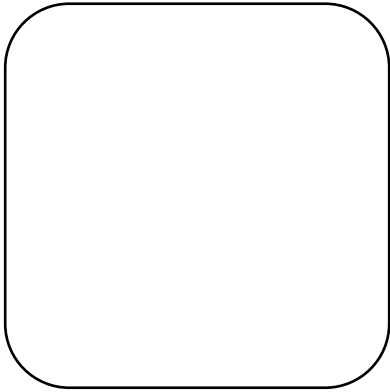

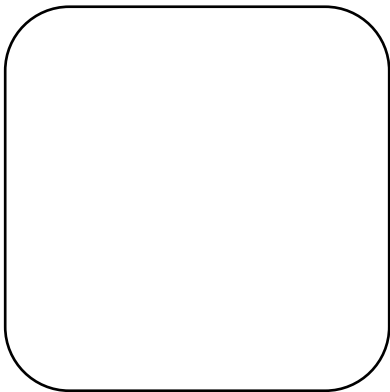
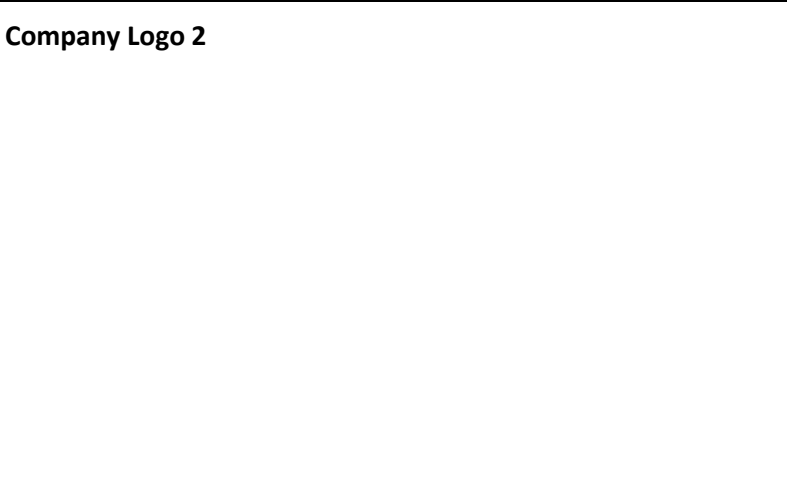
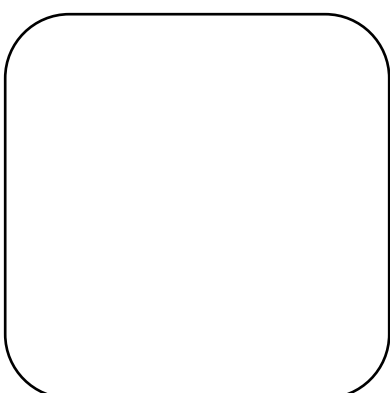
Planning Your Company Logo and Tagline

Your **company logo** will serve to establish your business's branding beyond a user's mobile device and should be similar to the look and feel of your app icon. Your logo will contain your full app name and will also be accompanied by a tagline to connect users to your brand with a short, catchy descriptive phrase.

2. For inspiration, search the internet for company logos and notice how they differ from square app icons. In addition, search the internet for business taglines, either for mobile app companies or other popular businesses. Consider the logos and taglines you discovered as you build your own.

- a. In the space provided below, write a catchy tagline that will accompany your company logo and be included in your marketing materials. Your tagline should be brief and creatively explain what your app does.

- b. Next to the sketch of each icon design, sketch a company logo based on that design. Be sure to include your full app name and tagline as well as some of the elements that you incorporated in your icon.

App Icon 1 	Company Logo 1 
App Icon 2 	Company Logo 2 
App Icon 3 	Company Logo 3 