APPLE VALLEY STEM HIGH SCHOOL academics • arts • athletics	Fab Lab Essentials Vinyl Cutter - Corporate Decal	FAB LAB Apple Valley

Name		Period	Score

Introduction

There are many ways to solve a problem. Sometimes it is as simple as applying a piece of duct tape. Other times it takes months or years for a product to progress from an idea into full-scale production. Often engineers and designers use a specific set of steps (sometimes called a design process) to find the best solution to a problem.

In this activity your team will act as designers in a company that create corporate logo decals made of adhesive vinyl. Go to [https://helpx.adobe.com/illustrator/how-to/design-logo.html?set=illustrator--get-started]. Your task is to create an attractive logo that will be a marketing giveaway item for potential customers to remember your company by. A design process that progresses from brainstorming to presenting a final design will be used and documented. Each member of the team will have a product to present to the company executives for final approval.

Equipment

- Laptop computer with Photoshop and Illustrator
- Vinyl Cutter
- Fab Lab Notebook
- Xacto Knife & Tweezer
- Pencil
- Pen

Materials

- Various colored vinyl adhesive rolls
- Transfer tape

Procedure

In a team of three or four, using only the materials provided, design and cut with the vinyl cutting a corporate logo decal for each member that can be used as a sample for a marketing giveaway. You also need to create a fictional name and logo for your company to be part of your design.

Brainstorm- Each member of the team will draw a minimum three brainstorming ideas for your corporate logo decal in your Fab Lab notebook. The more ideas you generate the better. You may handle and inspect the materials and research examples from the internet but you cannot copy anything directly or down load any copy written or trademarked material from the internet.

Design- Sketch an annotated solution in your Fab Lab notebook. The design needs to be such that it can be transferred into Illustrator and made into a vectorable vinyl cut file. All changes from your design idea to the actual corporate logo decal prototype need to be documented.

Load your files into the appropriate software on the computer attached to the Vinyl Cutter you are using and run the file.

Once your corporate logo decals have been cut twice, you need weed the unwanted vinyl from you decals and then add transfer tape in order to make it ready to apply.

When all corporate logo decals from your team are complete you will present your design for approval of the large group.

Scoring

Your members in your team will receive points for the following.

Creativity: Up to 15 points for creativity in the design and use of each individuals materials

Teamwork: Up to 10 points for how well your team works together

Performance: Up to 5 points for creating a functional key chain.

Conclusion

1. Where would companies need to use marketing tools such as a corporate logo decals and why?

2. Why would thumbnail sketches be used in brainstorming sessions instead of just words?

3. What does a logo mean for a business's image or brand?

4. Why is it important to be able to see layers in your design and in Illustrator when creating multicolored decals?