

Branding Parody Rubric

1pt.

3 pts.

5 pts.

The Branding Parody Brainstorming worksheets show a lack of effort.

The Branding Parody Brainstorming worksheets shows evidence that **some** research was done. There is evidence that the artist stuck to copying ideas from the internet and did not change or redesign the branding parody to create a completely new idea.

The Branding Parody Brainstorming worksheets shows evidence that **a lot** of the research was done. There is evidence that the artist was successful at making unlikely connections and intentionally juxtaposed images and type to develop 2 or more possible ideas.

1pt.

10 pts.

20 pts.

The design shows a lack of effort.

The artist designed 1 Branding Parody that is original demonstrates a unique idea.

The Branding Parody is quickly drawn. Some of the elements in the design don't belong or sever little purpose.

The artist designed 2 Branding Parodies that are both **original** and demonstrate a unique idea.

Both Branding Parodies are well drawn. The lines are clean, Color are well chosen and all the elements in the design belong and sever a purpose.

Branding Parody

INTRODUCTION OF PARODY

A parody is also called spoof, send-up or lampoon, in use, is a work created to imitate, make fun of, or comment on an original work, the subject, author, style, or some other target, by means of satiric or ironic imitation. Parody may be found in art or culture, including literature, music although 'parody' in music has an earlier, somewhat different meaning than for other art forms, animation, gaming and film. Scribd.



Step1 - Use the Parody Branding brainstorming worksheets to help you generate 2 ideas that you want to create. The link to the worksheet is on the assignment page.

Step 2 - Find an image of the original logo/mark on the internet. Save a copy of the original logo onto your desktop. **File > Place** the image into a new Adobe Illustrator document. **8" x 10" with 2 artboards**

Step 3 - Use the tools in Adobe Illustrator to trace or copy the original logo. Be as true to the original as you possibly can.

Step 4 - Add or alter 2 logos to create your Branding Parodies.

Parts of the project that you will be graded on

1. Brainstorming research sheets.
2. **2 Original Branding Parodies.** Don't copy, create your own ideas.
3. Include the original logo in the file so I understand how you changed the piece.