

CWSF 2018 - Ottawa, Ontario



Haileigh MacLeod

Loco For Logos

Challenge: Discovery

Category: Intermediate

Region: Chignecto East

City: King's Head, NS

School: North Nova Education Centre

Abstract: The purpose of this project was to find what made a statistically pleasing logo to the everyday individual. I took 50 well-known logos from the Forbes 500 and asked classmates to rate the logos and put words they associated with each one. I then averaged the ratings to see which one was the most liked. I then made my own logos to solidify my findings.

Biography

My name is Haileigh MacLeod and I am a grade 9 student at North Nova Education Centre in Pictou County, Nova Scotia. This is my second time at CWSF, I really enjoyed the experience last year so I started up a new project this year! I thought about what I wanted to do for a project this year and after looking at a few books I decided that logos would be an interesting unique topic to look further into. I really enjoy sciences but I also love my English and French classes as well as Art. I'm active in my community, being involved with Air Cadets and playing basketball. For anyone thinking about doing a project, find a topic that you would want to know more about, don't make it about what is already known. If you put the effort into a project it'll show.

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