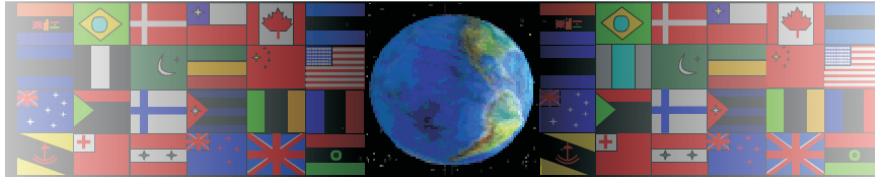


SYMBOL DESIGN QUESTION

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

The 'logo/symbol exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet.

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SYMBOL / LOGO QUESTION



The symbol / image on the right is a cyclist. The outline gives just the right amount of detail so that a cyclist stands out.

The green represents the countryside / environment. The top green strip is very faint and as they progress down the symbol they are darker.

The sun is represented by a similar simplistic drawing. The rays vary in size with the shortest at the top.

The overall impression the symbol gives one of - environment, energy, the countryside, sunshine and enjoyment.

What does the image suggest to you?

In the space below draw your own version of the logo shown above. You may wish to alter the symbol that represents the cyclist or the colours and shapes/images that represent the environment. Add notes to help explain your design.

NOTES

SYMBOL / LOGO QUESTION



The image opposite is that of a sprinter / runner crossing the finish line. The outline of the runner has been simplified and only one colour has been used.

Speed lines have been added and the colour fades as they project back into the distance. This adds to the feeling of movement.

The overall impression given by the image is one of speed and movement. The image suggests energy and winning.

What does the image suggest to you?

In the space below draw your own version of the logo shown above. You may wish to alter the symbol that represents the athlete or the colours and shapes/images that represent speed/energy. Add notes to help explain your design.

NOTES

SYMBOL / LOGO QUESTION

Select two images / symbols from products of your choice that you find impressive. Cut out each image and glue them below. Alongside each, describe what they suggest to you in terms of feelings and the atmosphere they create.

Select two images / symbols that you do not find impressive. Cut out each and glue them on a piece paper. Alongside each, explain why you think they fail to create the right feelings / atmosphere.

IMPRESSIVE IMAGES

IMAGES THAT DO NOT IMPRESS