

BIODEGRADABLE INKS

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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BIODEGRADABLE INK SYMBOL

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Biodegradable ink is becoming more popular in the commercial printing business. This is partly due to the environmental concerns of customers, regarding the damage caused by existing inks. It is also due to the fall in price of environmentally friendly inks.



It is usual for a symbol to be placed on products that are environmentally friendly. For example, the recycling symbol which is aimed at encouraging people to recycle materials rather than just throwing them away. However, a symbol that indicates that a company/business uses biodegradable inks for its printing, does not exist.

One suggested design for such a symbol / logo is seen opposite.

What do you think of the symbol / logo?

A second biodegradable ink symbol is seen opposite. This has been designed to emphasise that the ink is environmentally friendly.

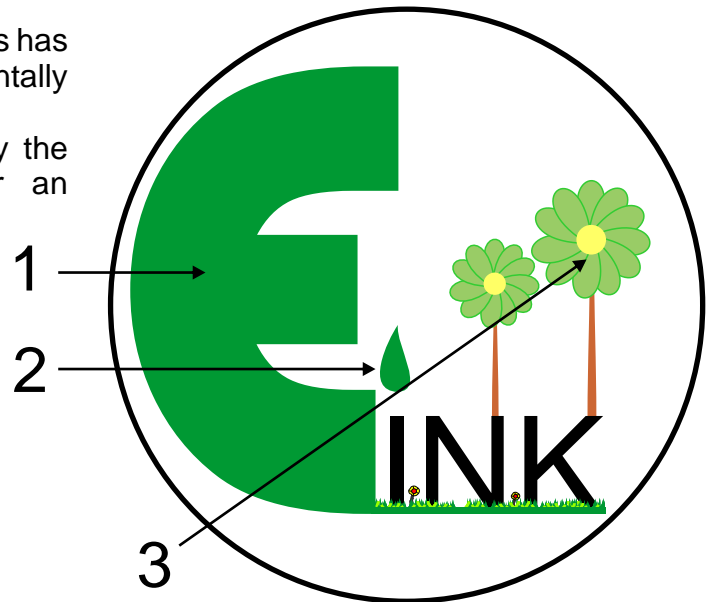
Three design features have been identified. Study the features and explain why they are suitable for an environmental symbol.

FEATURE 1:

FEATURE 2:

FEATURE 3:

What are your overall thoughts about the logo / symbol ?



Consider your earlier answers.

You are to design an environmentally friendly ink symbol / logo.

Draw two rough versions followed by a colour rendered version.

ROUGH VERSION 1

ROUGH VERSION 2

FINAL COLOUR
RENDERED VERSION



Add notes to explain your final, colour rendered design. Remember, your logo / symbol should clearly identify that any printing on the packaging of a product, with this logo / symbol, has been printed using environmentally friendly inks.
