

TEENAGE PERFUMED PRODUCT - BASED ON A SPORTING THEME

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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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The image opposite is 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.



Select ONE of the images below.

Starting with the image of a sprinter that you selected, develop a symbol / image that could be used on the packaging or container of a deodorant. The theme must be based on sprinting, as this reflects the energy and enthusiasm of young people.

ORIGINAL IMAGE



FINAL DESIGN OF SYMBOL FOR DEODORANT

