

CONVERTING A PICTURE TO A SYMBOL / LOGO

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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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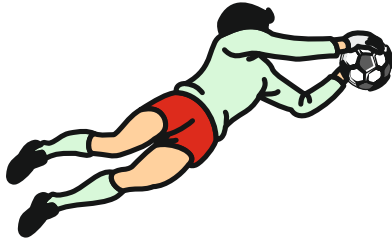
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Many products, including drinks manufacturers, link their products to sport, especially when marketing to the teenage market. Often logos/symbols are used to promote an active, sporty image for the product. The images / symbols are often applied to promotional packaging. A simple technique for producing a logo is seen below.

EXAMPLE ONE

Select a picture from a magazine, catalogue or clipart



Simplify the drawing by shading / colouring the entire figure



Add simple patterns that give the illusion of movement. Use a limited number of colours, too many will reduce the impact of the image/symbol.



EXAMPLE TWO



QUESTIONS:

Using the technique shown above, convert the two pictures below to symbols. Remember to use a limited number of colours and add patterns to give the illusion of movement / energy.

