

CONVERTING A PICTURE TO A SYMBOL / LOGO

V.Ryan © 2000 - 2014

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

THESE MATERIALS CAN BE PRINTED AND USED BY TEACHERS AND STUDENTS.
THEY MUST NOT BE EDITED IN ANY WAY OR PLACED ON ANY OTHER MEDIA INCLUDING WEB SITES AND INTRANETS.
NOT FOR COMMERCIAL USE.
THIS WORK IS PROTECTED BY COPYRIGHT LAW.
IT IS ILLEGAL TO DISPLAY THIS WORK ON ANY WEBSITE/MEDIA STORAGE OTHER THAN www.technologystudent.com

CONVERTING A PICTURE TO A SYMBOL / LOGO

V.Ryan © 2014 World Association of Technology Teachers

The symbols / images below have been produced by looking at photographs of sports people and then simplifying the images by reducing each one to a basic drawing. Patterns have been added to give the illusion of movement or speed. Again a limited amount of colours have been used. This is a technique often applied to promotional packaging.



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?



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?

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

Select a number of 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.

Select ONE of the images below.

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

V.Ryan © 2014 World Association of Technology Teachers

ORIGINAL IMAGE



FINAL DESIGN OF SYMBOL
FOR PROMOTIONAL PACKAGING

