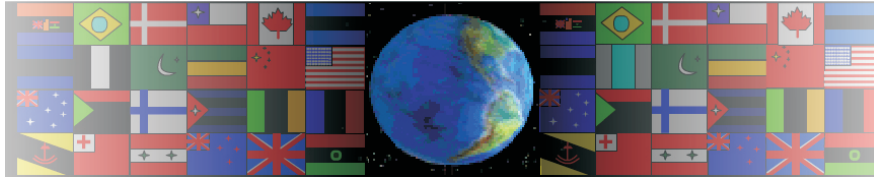


LOGO QUESTION

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

The 'Logo Question' 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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EXAMINATION QUESTION - CNC PACKAGING - LOGOS

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Three sample logos are shown below. Each logo as been designed with the customer in mind. For example, the Jaguar logo is designed for potential sports car owners. It is intended to give the potential customer the feeling of speed, power, agility and supremacy. For each of the CocaCola and Vodafone logos explain what message they are trying to put over to customers.



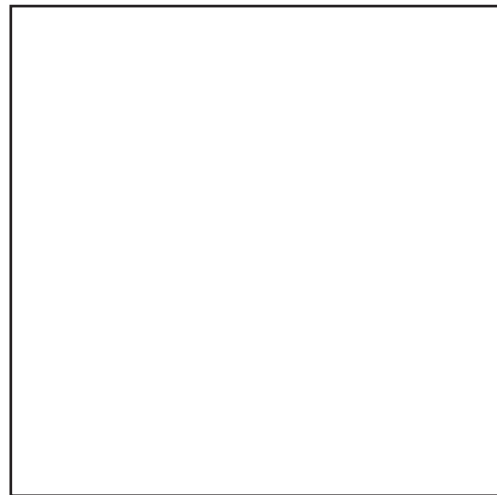
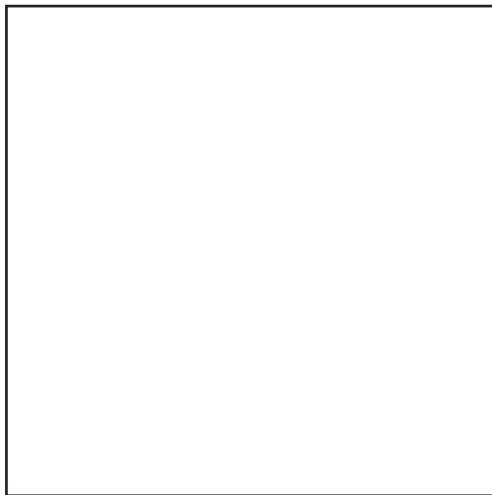
1.



2.



3. You have designed a package for your CNC project. The package should reflect the nature of the product inside. In the two spaces below design a 'simple' personalised logo.



4. In the space opposite, draw your best design. Use colour to enhance the presentation. Explain your choice of colours/shade.

