

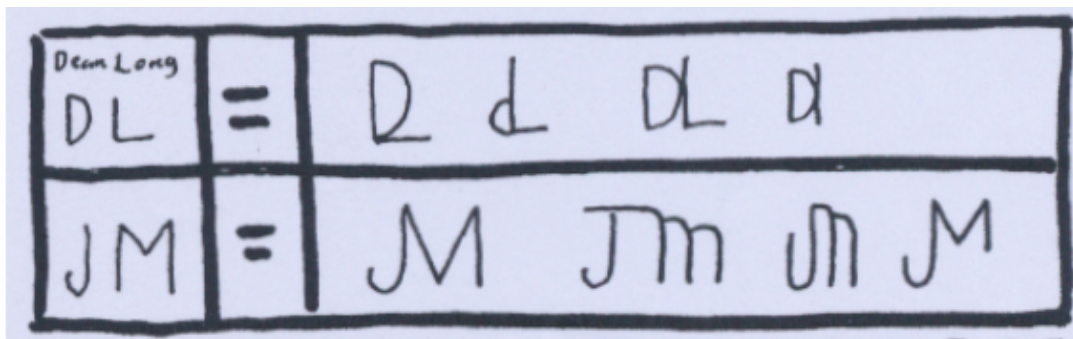
## GRAPHICS 9

# INITIAL THOUGHTS

### Personal Logo Project

A logo is a graphic symbol, image or mark that represents a company, team, or other entity. One of the most common strategies in creating a logo is by quite simply combining two or more letterforms together in interesting ways to create an entirely new symbol. Lots of sports teams and fashion companies use this strategy but you can find it in all industries.

1. Begin by playing around with your initials in your sketchbook or just a blank sheet of paper. Use capital letters and lowercase letters and try overlapping them, intertwining them or having them share a stroke\*
  - (a stroke is a single line in the composition of a letterform – for instance – the letter “K” has three strokes: 1 vertical and two diagonals.
  - Try filling up an entire page with experiments and ideas. Don’t be afraid to make mistakes, try things that might not work or to try an idea a number of different times.
  - Here’s an example of two different types of initials – but I want you to be more thorough in your explorations.



2. Now – in a Photoshop document type out your initials multiple times (at least 10) using different fonts.
  - Use at least 100-point font but notice how different fonts are different sizes at 100 point. Be flexible.
  - Notice how each time you type something new it creates a new “layer” in PHOTOSHOP (make sure your “layers” window is open.
  - Try to find fonts that are very different and make note of the name of the font on your document

- Flatten your image (Layer>Flatten image), save and print out according to your teacher's instructions
- Here is a brief example. Try to find at least 10 different fonts.



FUTURA

Bauhaus 73

COPPERPLATE

Gills Sans

3. Experiment tracing and overlapping the fonts from step 2 to form the symbols you created in step 1. Use the light table.
  - Try the same strategy with different fonts. Try different strategies with the same font!
  - Feel free to alter (extend, stretch, erase) letterforms to suit your idea.
  - Here is an example. Again - try to fill up a page. Can you do 10?



4. Move to Photoshop. All those ideas you developed in step three? Try them digitally.
  - Your teacher will give you Photoshop tutorial detailing:
  - Working in layers.
  - Rasterizing text.
  - The free transform tool.
  - Erasing accurately
5. Decide on your favourite version of your logo and recreate it as a final version on a new document so that it is much larger (around 4" x 4"). You will have to type out the letters much larger (then rasterize) to avoid pixelation when you enlarge (your teacher should explain this to you)

6. Create a presentation document that presents your logo twice. Once as a black logo on a white background and one as a white logo on a black background. Include your name. As long as you follow these simple guidelines you are welcome to design this presentation document in any way that you wish (but make sure that you are not distracting from your logo)
7. Download the button template PDF document from our shared google drive (it will have 6 circles on it).
  - Copy and paste your logo into each of the circles. Make sure they are centered and consistent in all circles (turn on your smart guides!). Flatten image.
  - Create two versions of this document (“save as”)
  - Begin experimenting with colour. Using your “paint bucket tool” and “colour palette” filling both your logo and the background circle. One document should explore contrast of value and the other should explore contrast of colour (Hue. Of-course your teacher will give you a distinct lesson on these two ideas.
  - Save as directed and be prepared to submit all finished documents.