

Texture

Texture is the way something feels when you touch it. Smooth, bumpy and rough are examples of textures..



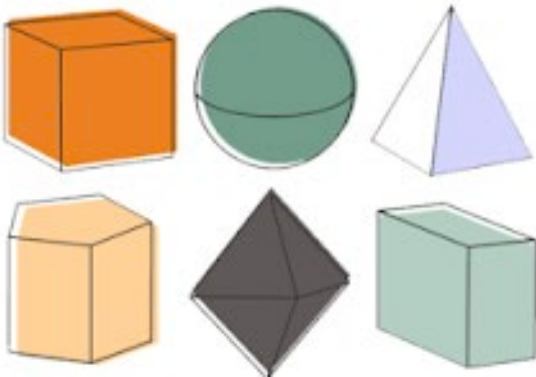
Shape

A shape is a closed line. Shapes can be geometric and have their own special names (like triangles and circles). Other shapes are organic that don't have special names and are blob like.



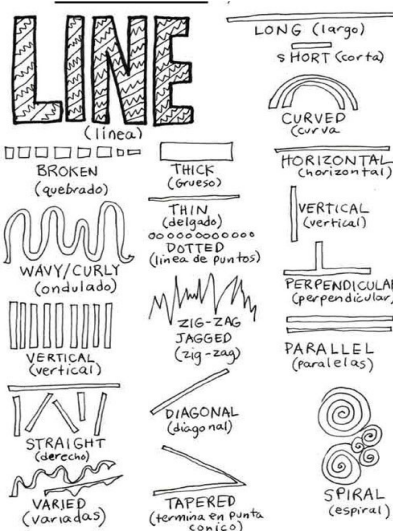
Form

Forms are three dimensional objects. While shapes are flat, forms are fat. A square is a shape while a cube is a form. Can you imagine what form a circle and triangle could become...



Line

A line is a path that a moving point makes on a surface. It is the simplest element. It can be straight, wavy, jagged or curved. A line is used to draw an image. They have been used as far back as cave drawings. They can also be used to create patterns and shapes



Existing Logo Design

Most companies create a logo to give their brand identity and allow audiences to understand the version whilst advertising and promoting who they are

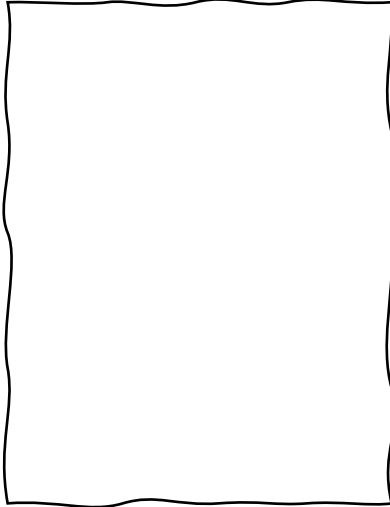


Task 1: Looking at the existing brand names above, complete Task 3: Using the examples of existing logos and information

Texture

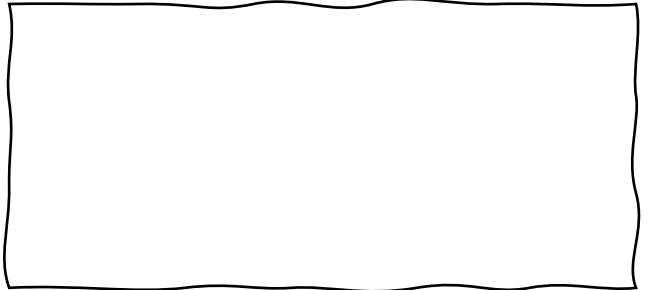
Texture is the way something _____ when you touch it. _____ and _____ are examples of textures.

Sketch a dog opposite and showcase the element of texture.



Shape

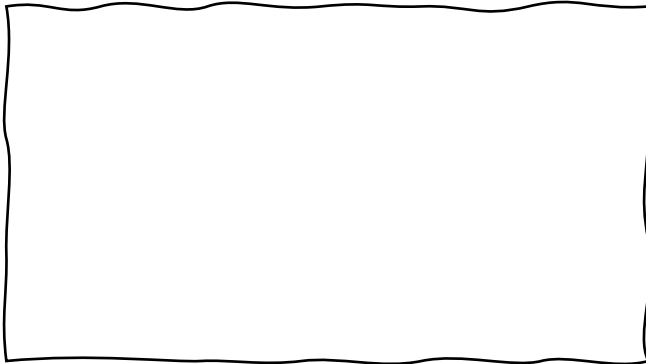
A shape is a closed _____. Shapes can be _____ and have their own special names (like triangles and circles). Other shapes are _____ that don't have special names and are blob like.



Use a variety of shapes to create a pattern.

Form

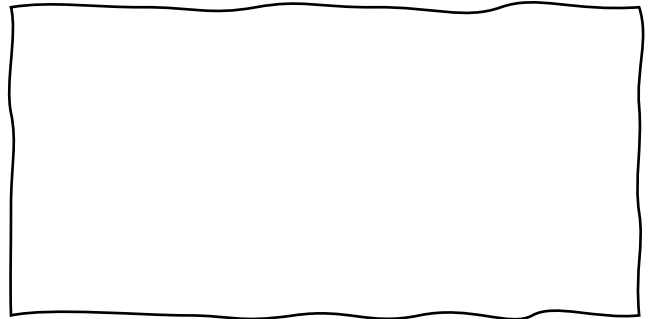
Forms are _____ objects. While _____ are flat, _____ are fat. A square is a shape while a cube is a form.



Transform a triangle into a _____ above.

Line

A line is a path that a moving point makes on a surface. It is the _____ element. It can be _____, _____, jagged or curved. A line is used to draw an _____.



Use a continuous line to draw a reflection of yourself.

Existing Logo

Design

Most companies create a logo because: _____

How has the designer of the logo opposite tried to get a sense of the product through the logo?



Designer Research



Why has Tom Whalen chosen the image as the focus of his poster?

How would you describe the colours that Tom Whalen uses within his work?

How do the colours draw the attention of the audience?

Branding

Use a line to connect the correct logo to description.



The block writing gives a clue to the product. The simple use of colour make the product appear clean.



Elegant hand-writing and background colour aim this logo at an older target audience.



Colours are quite bright and bold - the use of gold tells us this is a classy product - not just for kiddies.



The classic lines make us think the product is reliable. There is a small clue to the product in the name.



The 4 colours relate to the product and it also relates to the country where it is produced.

Poster Design

A poster is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Posters are designed to be both eye-catching and informative.

Task - Design a poster for the fabulous new chocolate bar that Willy Wonka has created.

- This **must** be inspired by Tom Whalen's work
- It must **incorporate** all of the **basic formal elements** of Graphic Design.



A large, empty dashed-line box intended for the student to draw their own poster design.

How did you link your design to Tom Whalen's work?
