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Assignments

Don Wightman Papers

2019

Bag Logo Assignment

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Sheridan College

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GESTALT: CAVALIER PROJECTION / COLOUR IMAGE

2D: VISUAL PERCEPTION

"MARK" (LOGO) ON A CARRIER BAG.

PART A) "CAVALIER PROJECTION" OF A PAPER CARRIER BAG (TO SCALE)
STICK & PASTE BAG FACE, TO BE WHITE, GRAY, LIGHT BROWN.
WORK COLOUR ON BAG ONLY.

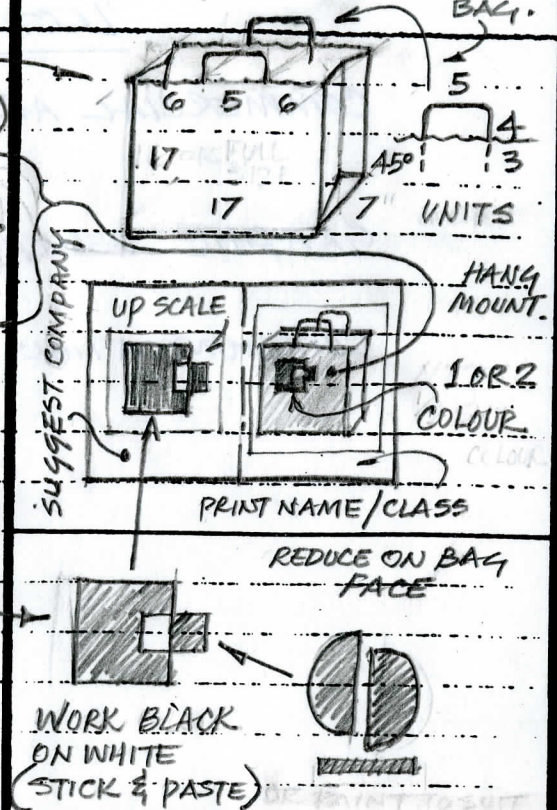
- NO LETTERING, OR TYPE.
- START WITH A SQUARE, CIRCLE OR EQUILATERAL TRIANGLE. CREATE AN ABSTRACT OR ICONIC "MARK"

SHIFT / REMOVE (ADD WHAT YOU TAKE AWAY)

- POSITION ON BAG FACE, CONSIDER SIZE & COMPOSITION.

RESEARCH COLOUR (BE ABLE TO JUSTIFY), RELATE TO FACE COLOUR AND SUGGESTED COMPANY.

SCALE DOWN FROM FULL SIZE BAG.



REQUIREMENTS

- ISOMETRIC PROJECTION (CAVALIER).
- FINISHED ARTWORK ON 1/2 SHT. NOTEX.
- * A MINIMUM OF 12 SAMPLE IDEAS CUTOUTS OR GRIDDED ON WHITE 18x24".

LECTURE

- FROM COMPANY ILLUSTRATIONS (EARLY) TO COMPANY "MARKS" (MODERN).
- MARKS AND LOGOS (MODERN).
- BAD ONES ON TRUCKS (OFTEN) ENGINEERING, SPORTS EQUIPMENT, LOW END GRAPHICS ON PIZZA BOXES AND JUNK MAIL ETC.
- THESE ARE MODERN "MARKS" (LOGOS) NOTICE THEM AS USED NOW.

MATERIALS

- 1/2 SHT NOTEX. (FOLDED).
- HANG MOUNT WHITE STOCK.
- COLOURED PAPERS.
- RUBBER CEMENT.

NOTE!

- * SAMPLE IDEAS MUST BE APPROVED AND SUBMITTED WITH THE FINISHED ARTWORK.
- NAME / CLASS PRINTED AND ON ROUGH SAMPLES.