

Sheridan College

SOURCE: Sheridan Institutional Repository

Assignments

Don Wightman Papers

2019

Marks Logo Assignment

Don Wightman
Sheridan College

Follow this and additional works at: https://source.sheridancollege.ca/wightman_collection_assignments



Part of the [Art and Design Commons](#)

Let us know how access to this document benefits you

SOURCE Citation

Wightman, Don, "Marks Logo Assignment" (2019). *Assignments*. 8.
https://source.sheridancollege.ca/wightman_collection_assignments/8



This work is licensed under a [Creative Commons Attribution-NonCommercial-No Derivative Works 4.0 License](#). This Documentation is brought to you for free and open access by the Don Wightman Papers at SOURCE: Sheridan Institutional Repository. It has been accepted for inclusion in Assignments by an authorized administrator of SOURCE: Sheridan Institutional Repository. For more information, please contact source@sheridancollege.ca.

2D DESIGN: GESTALT SHAPES

MODERNIST "MARKS" & LOGOS.

- CREATE A COMPANY "MARK" AS AN ABSTRACT OR ICONIC IMAGE.
- ^{CONCEPTUAL} USE ONLY PRIMARY SHAPES OF A SQUARE, CIRCLE OR EQUILATERAL TRIANGLE.

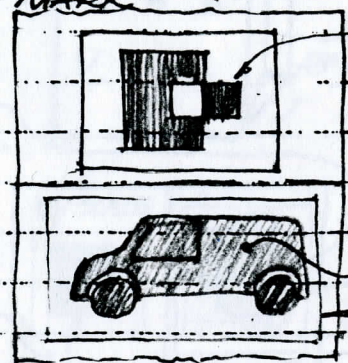
SHIFT / REMOVE, BUT ADD WHAT YOU TAKE AWAY.

- LOCATE THE "MARK" ON THE SIDE OF A SMALL, WINDOW-LESS VAN. CONSIDER COLOUR, SIZE AND COMPOSITION.
- GRID 14" (4" \square) 6:3:1 T.P.
- DO NOT PUT LETTERING ON THE VAN, ONLY THE "MARK".

SIGNIFICANT FORM

PRESENTATION (HORIZONTAL)

BLACK & WHITE (STICK & PASTE) "MARK"



LOCATE "MARK"?
ADD COLOURS.

NAME AND CLASS BOTTOM RIGHT WHEN FOLDED.

- SUGGESTED COMPANY, WRITE UNDER DROP-MOUNT.
- KEEP THE VAN ARTWORK MINIMAL (STICK & PASTE) IN COLOUR.

PARAMETERS

- STICK & PASTE ONTO SEPARATE PAPER & DROP-MOUNT ONTO THE NOTEX.
- USE AN EXISTING VAN PROFILE BUT KEEP THE ARTWORK TO A MINIMUM TO EMPHASIZE THE COMPANY "MARK".
- USE 3 COLOURS (MAX) INCLUDING THE VAN (BLACK & WHITE TO BE CONSIDERED COLOURS).
- IDEATION SKETCHES TO BE APPROVED AND SUBMITTED WITH THE ARTWORK.

MATERIALS

1/2 SHT. NOTEX (FOLDED)

DROP-MOUNT WHITE STOCK.

USE COLOURED PAPERS.

RUBBER CEMENT, & "PICK-UP".

NAME & CLASS ON IDEATION SKETCHES.