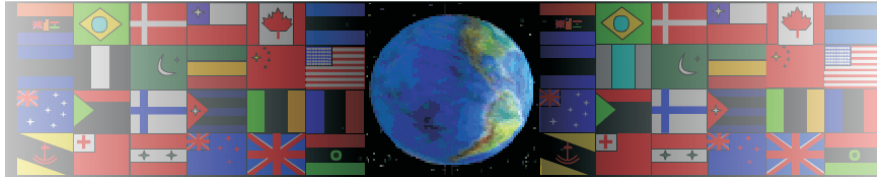


# CONVERTING A PICTURE TO A SYMBOL

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

## W.A.T.T.



World Association of Technology Teachers

The 'logo/symbol exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' ([www.technologystudent.com](http://www.technologystudent.com)) before attempting the design sheet .

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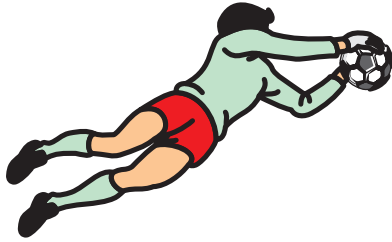
# CONVERTING A PICTURE TO A SYMBOL / LOGO

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Many products, including drinks manufacturers, link their products to sport. Often logos/symbols are used to promote an active, sporty image for the product. A simple technique for producing a logo is seen below.

## EXAMPLE ONE

Select a picture from a magazine, catalogue or clipart



Simplify the drawing by shading / colouring the entire figure



Add simple patterns that give the illusion of movement. Use a limited number of colours, too many will reduce the impact of the image/symbol.



## EXAMPLE TWO



## **QUESTIONS:**

Using the technique shown above, convert the two pictures below to symbols. Remember to use a limited number of colours and add patterns to give the illusion of movement / energy.

