

Lessons and Activities

Graphic Signs

1. Logotype.

It is the graphic representation of a brand made of pictures and letters.



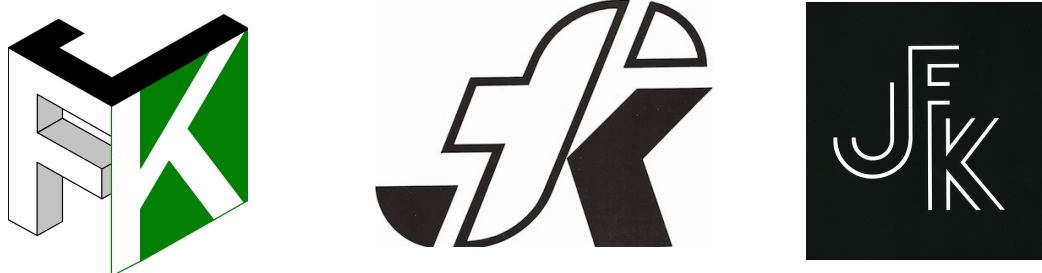
The **picture** of a LOGO has to be simple because:

You have to be able of	reproduce	it
	remember	
	identify	

The **letters** of a LOGO can be:

Capital letters 	A combination of words 
--	--

Sometimes, the letters can be designed in a very creative way to make a picture with them.



Lessons and Activities

2. Brand.

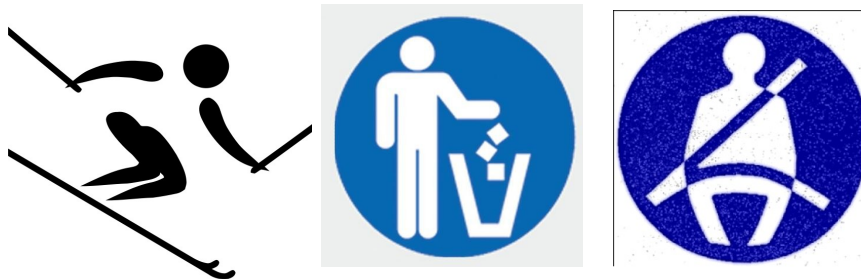
It is the name of the enterprise made with creative letters. It has no picture.











































RENAULT

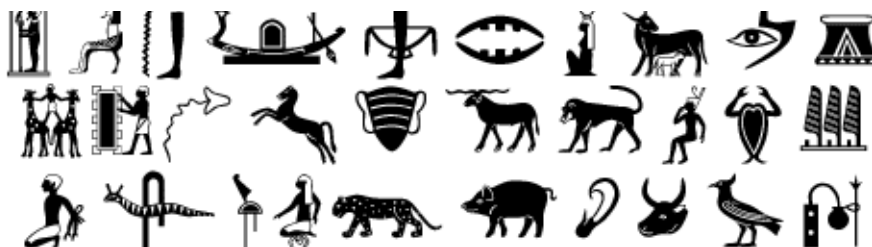
3. Pictograph or pictogram.

It is a pictorial symbol for a word or phrase.



We can find them in the ancient writing systems of Mesopotamia and Egypt.

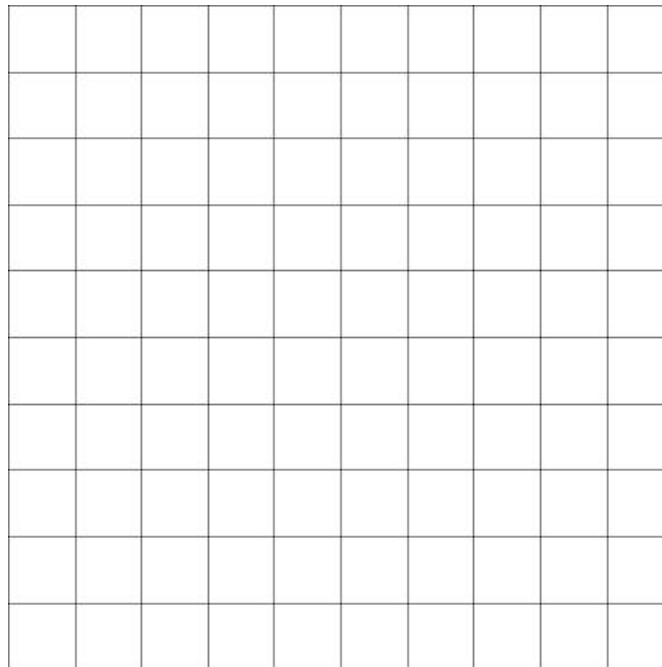
BIRD					GRAIN				
FISH					ORCHARD				
DONKEY					PLOUGH				
OX					BOOMERANG				
SUN					FOOT				



Lessons and Activities

Let's practice!

1. Make your own LOGO for a BRAND of SPORT SHOES into the square below.



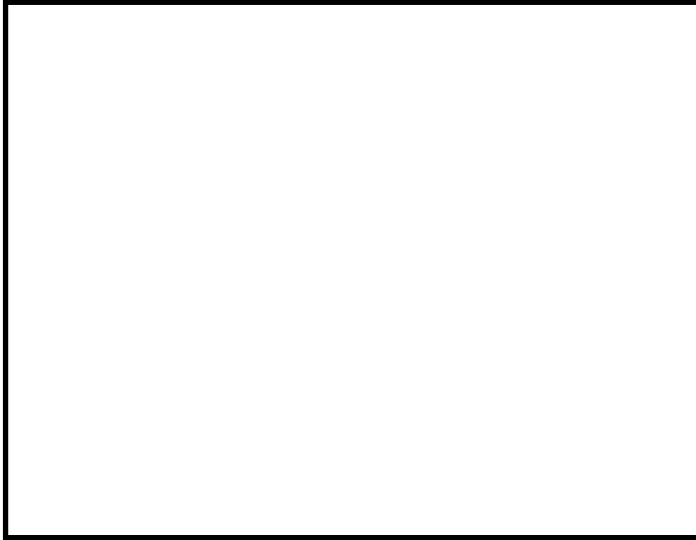
2. Make your own design for this SPORT SHOES using your own LOGO.



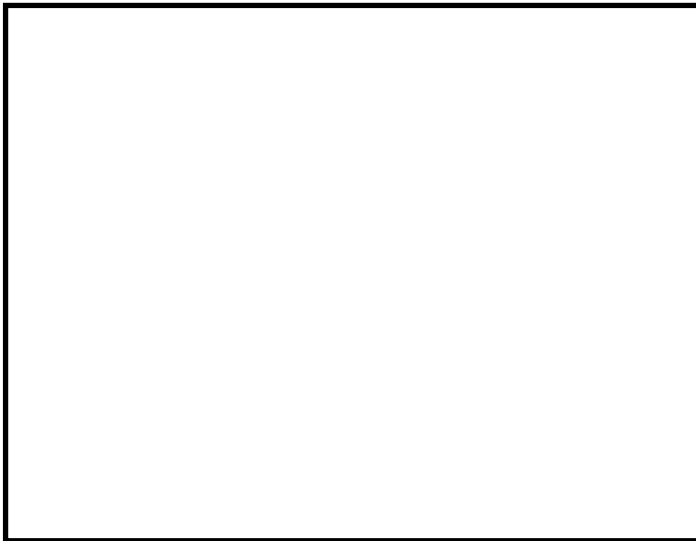
logos & brands

Observe these logos and brands.

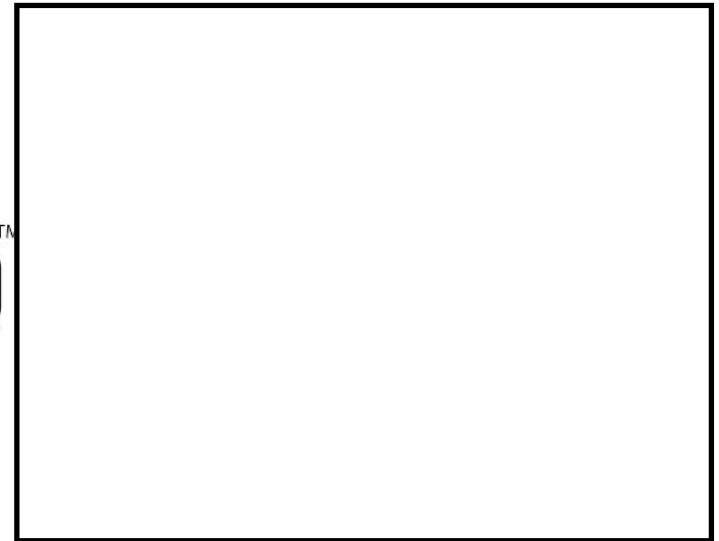
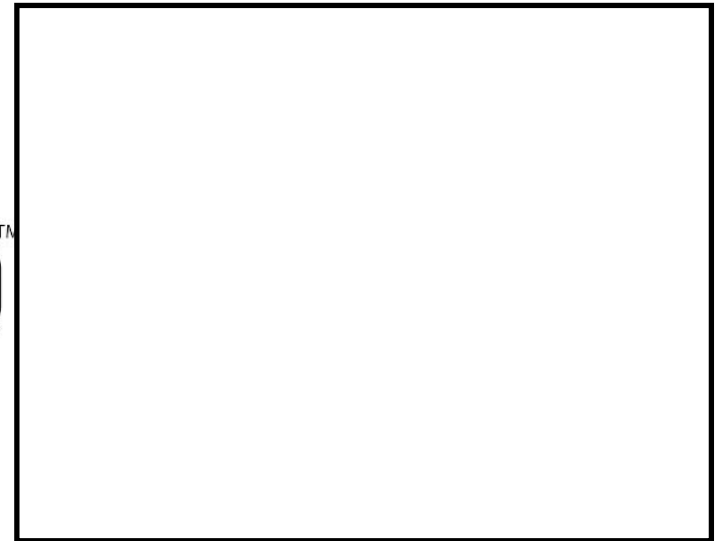
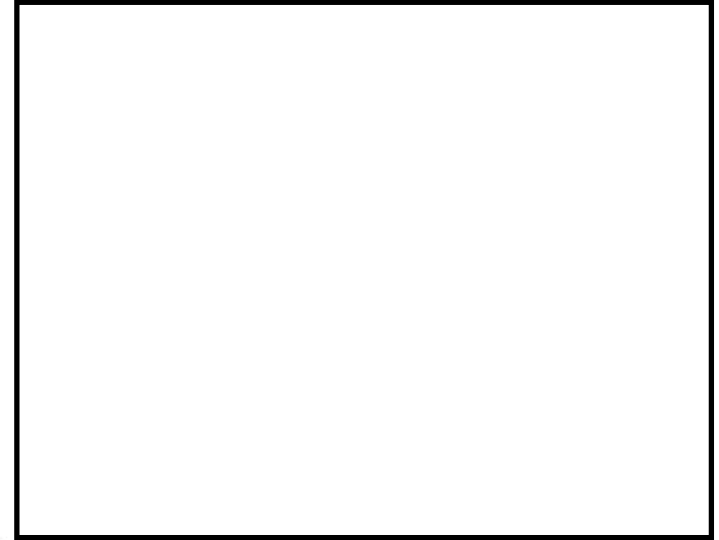
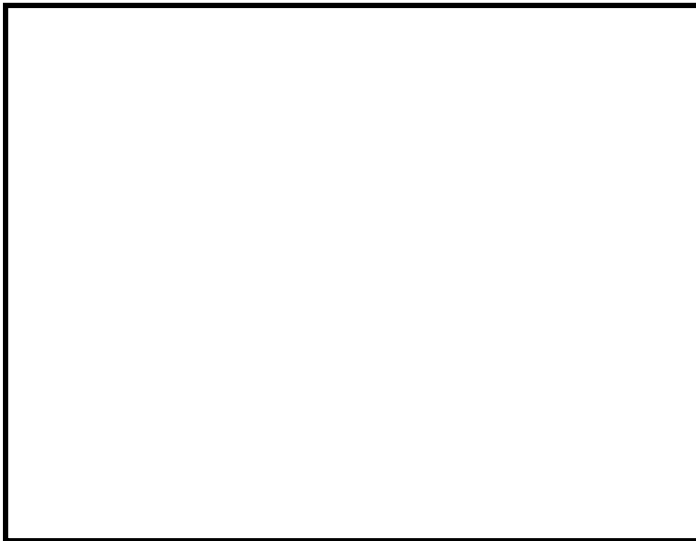
Now you must **draw** 2 logos and 2 brands in the squares and **transform** them: the **colour**, the **style**, ... as you want.



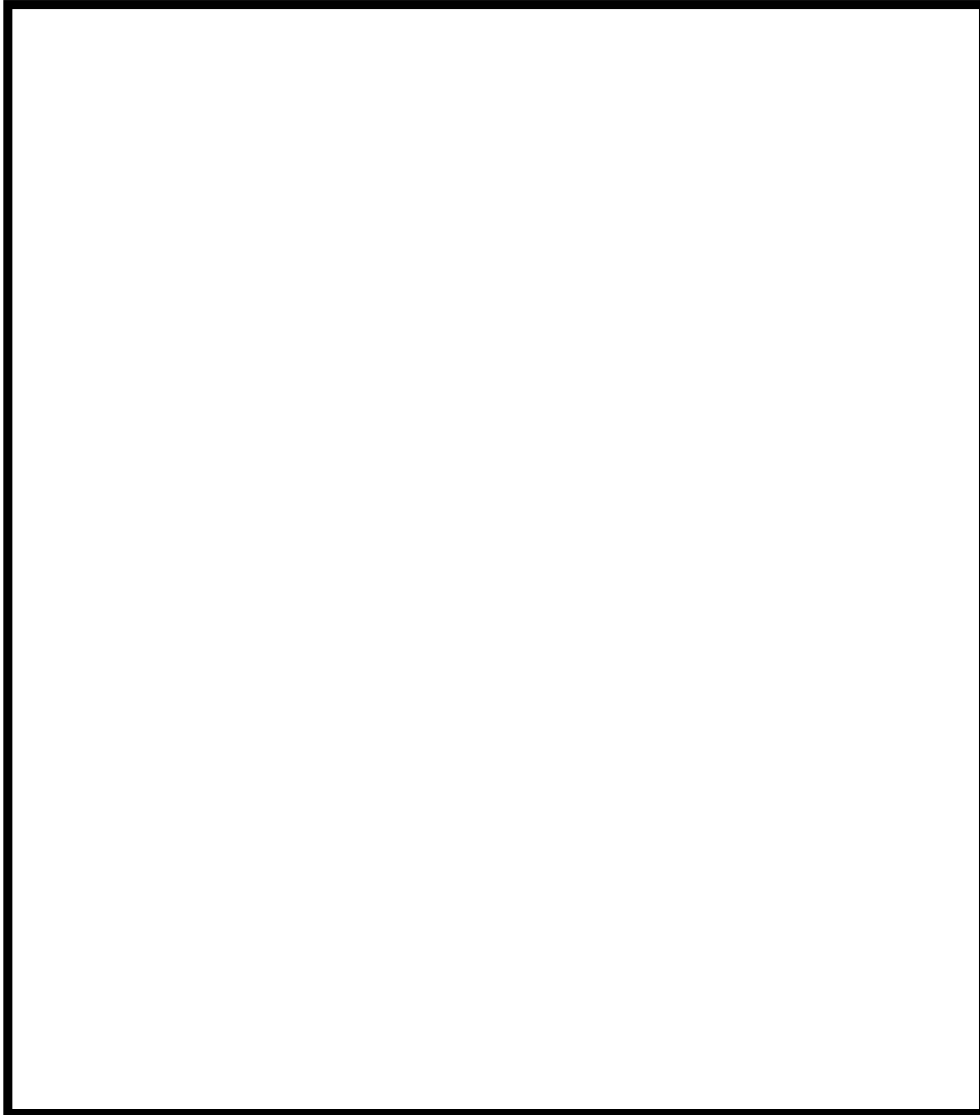
Human Rights



PBS



Draw an animal in a realistic style.



Make a pictogram of the animal you have drawn.

