

PHOTO TO SYMBOL

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7-STAGE TRANSITION

The basis of many logos is the simplification of a picture or concept into a form that is ultimately black and white with no true intermediate halftones.

Since logo design is one of the requirements of a graphic designer's trade, in this assignment you will work on transforming a full color photo image into a graphic black and white image suitable for reproduction as a logo or corporate mark

STAGE ONE

FIND FULL-COLOR PHOTO

Find a full color photograph of an object that measures between 7 and 8 inches at the longest measure. Use an image that interests you. Try to find several different views of this object so that you have the best references possible.

Look for something that might ultimately make a good symbol. You may crop from a larger area. Wide value range is a must. Use your value knowledge and squint to make sure you have a full value range.

STAGE TWO

CONTINUOUS TONE

Draw this image same size. Use realistic continuous tones only. Include details of light and shadow and surface textures. Use any B/W media and techniques with which you are comfortable.

You may trace carefully to get correct proportions. Keep this tracing for other stages.

STAGE THREE

FLAT THREE TONE

Draw this image again same size. Use only black, white and ONE gray. Keep these three values absolutely flat without gradations. This stage is a critical one in the transition. Be aware of how great an effect small changes make.

Use the three values as you wish. Anyone may dominate, but look for ways to consolidate value areas while maintaining 3D volume and recognition. Use designer's gouache.

STAGE FOUR

BLACK & WHITE

Now draw this image using only black and white. Gouache works very well for this, but you may use ink or even the computer. Use no fine halftone dots, but you can use coarse lines or patterns similar to a wood cut.

STAGE FIVE

REVERSALS OF STAGE 4

Make a reversal of Stage Four to see what this looks like. If it isn't pleasing, draw back into it until you have a winner. Render in B&W.

STAGE SIX

GESTURAL INTERPRETATION

Using some form of media that doesn't allow you to "pick" at the image, create a very gestural interpretation of the subject at the same size.

Some suggested media would be big, soft pencils or broad brushes and ink or conte/pastel sticks. Capture the essence of the image in B/W.

STAGE SEVEN

SYMBOLS

Reduce your image (from Stages 4, 5, and 6) to 40% of the original. Does it stand up as a logo? Do you need to rework some areas? DO IT!

Of course, during the entire production of this project you will be thinking of the elements that create harmony: repetition, rhythm, proximity and continuation.

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PROJECT TIMELINE &
PRESENTATION REQUIREMENTS.

FINAL PRESENTATION

- Mount all stages on separate black boards
- All boards should be the same size
- 1.5 inch margin top right and left sides and 2” bottom. Margins are measured from the white paper or board around your subject.
- Add the label/title Use names of stages listed after stage # as part of the presentation. Label should be no larger than 1/2” tall, centered at least 1” under our drawing(s). They should be typeset.
- Hinge boards together so there is an according fold. Use black photo tape leaving a little space to enable the boards to fold. I will demonstrate.
- Make this neat and clean.

TIMELINE

THURSDAY, DEC. 1

STAGE 1 - PHOTO & drawing materials IN HAND

STAGE 2 - CONTINUOUS TONE

TUESDAY, DEC. 6

STAGE 3 - FLAT THREE TONE

THURSDAY, DEC. 8

STAGES 4 - BLACK & WHITE-STAGE

STAGES 5 - BLACK & WHITE-STAGE

REVERSAL

TUESDAY, DEC. 13

STAGE 6 - GESTURAL-STAGE

THURSDAY, DEC. 15

STAGE 7 - FINAL ASSEMBLED PIECE

THIS INCLUDES REDUCTIONS

TUESDAY, DEC. 20

Your take home final will consist of you taking your symbol and adding type to create a logo for an existing or fictional company.

YOU WILL PRESENT YOUR ENTIRE PROJECT ON TUESDAY, DEC. 20.

LATE PROJECTS WILL NOT BE ACCEPTED.