



## E.02 Animal Marks

Based on the method by George Bokhua

One of the strong qualities a designer must have is the ability to convey a message through an effective, simplified form.

To some, the abstract **symbol** is the purest form of logo representation. But the geometrical forms: squares, circles, triangles, and their variations, can be used to add regularity and simplicity to any logo, appealing to a sense of order and certainty that also allows easy and efficient reproduction.

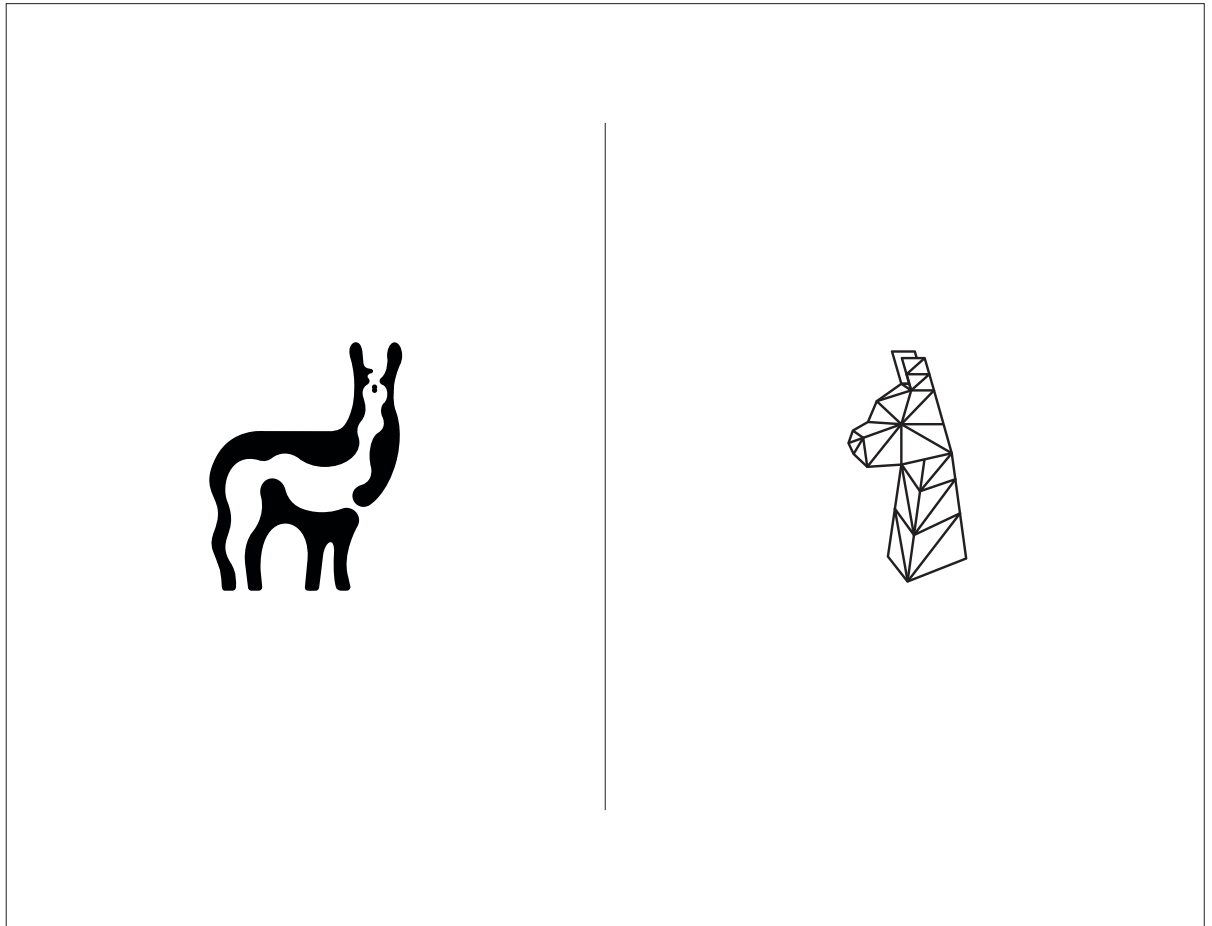
**Representational** or **pictorial** forms deliver more literal takes, suggesting perhaps the name or activity of the owner. They represent something we see in the world of things (nature and objects) and memory (the image of a unicorn, for instance, can be considered pictorial).

In this study, you will create two marks representing an animal of your choice. The design must have pictorial resemblance to the animal, but its form must be simplified. Use geometry (straight lines/squares/triangles or curved lines/circles) and create an open grid for refinement and formal coherence.

### Steps:

1. Investigate several images of your animal and make a selection
2. Make a mood board with the best **20 images** and print it on a tabloid sheet
3. Use tracing paper and simplify the shapes of the animal (silhouette and features) on several sketches – **minimum of 4 pages of tracing paper filled with sketches**. Sketch some designs that use linework and others that use filled-in shapes.
4. Scan the 8 best sketches from tracing paper and trace on computer. Upload all sketches to google drive.
5. Use an open grid with geometric shapes to refine form and proportions (like the video example)
6. Choose best linework and best filled-in design for final
7. Prepare for print/presentation, following the instructions

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Work must be presented like this: **2 best animal marks** (shape and line designs), side by side on a sheet.

Print and mount this page on a **white foam board**, cut to the size of the sheet.

**size:** letter (8.5in x 11in)