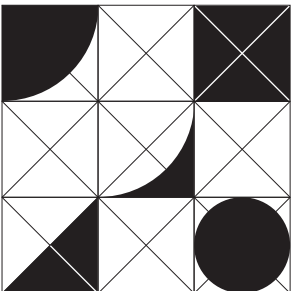
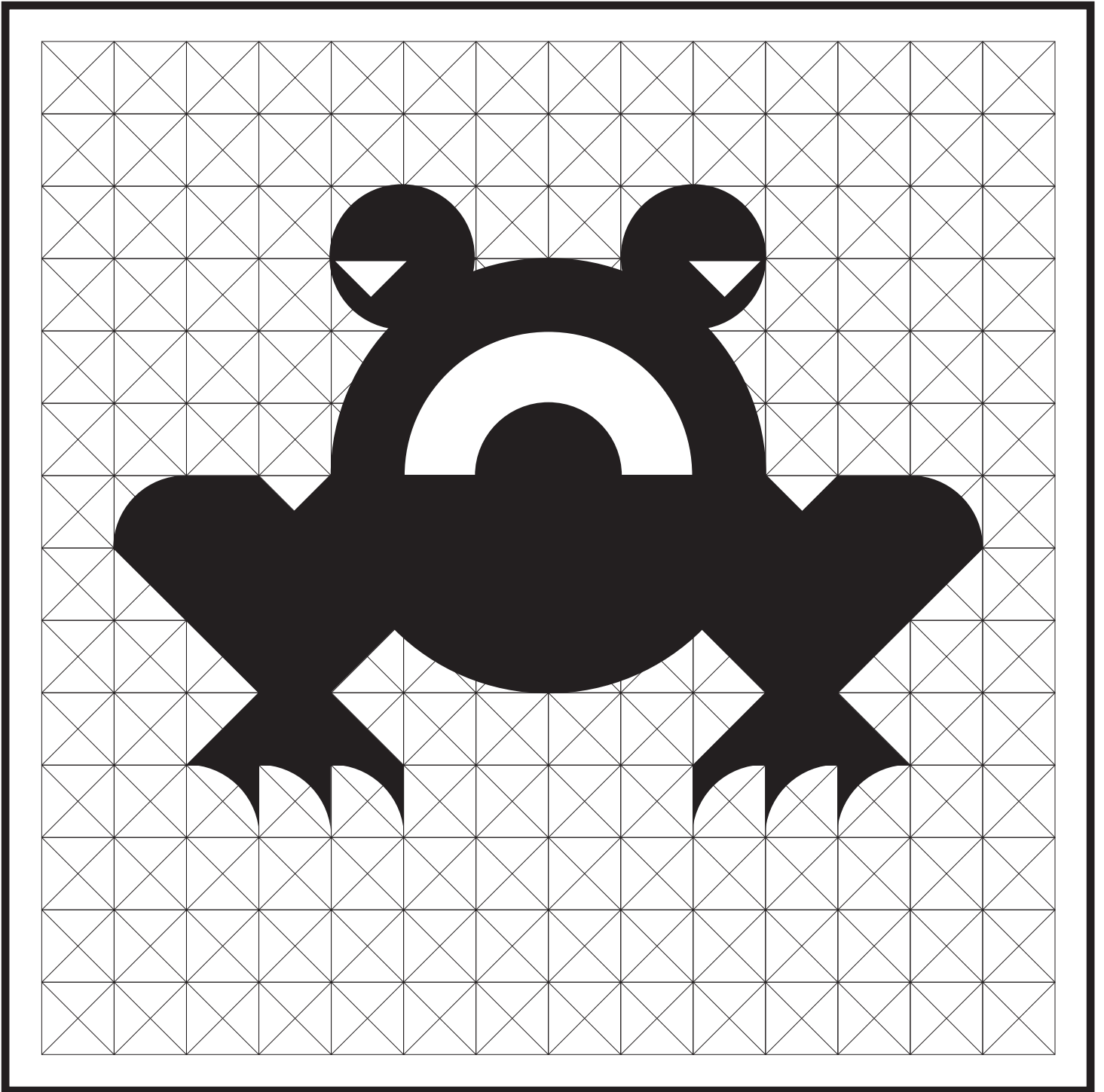


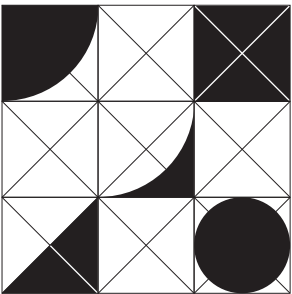
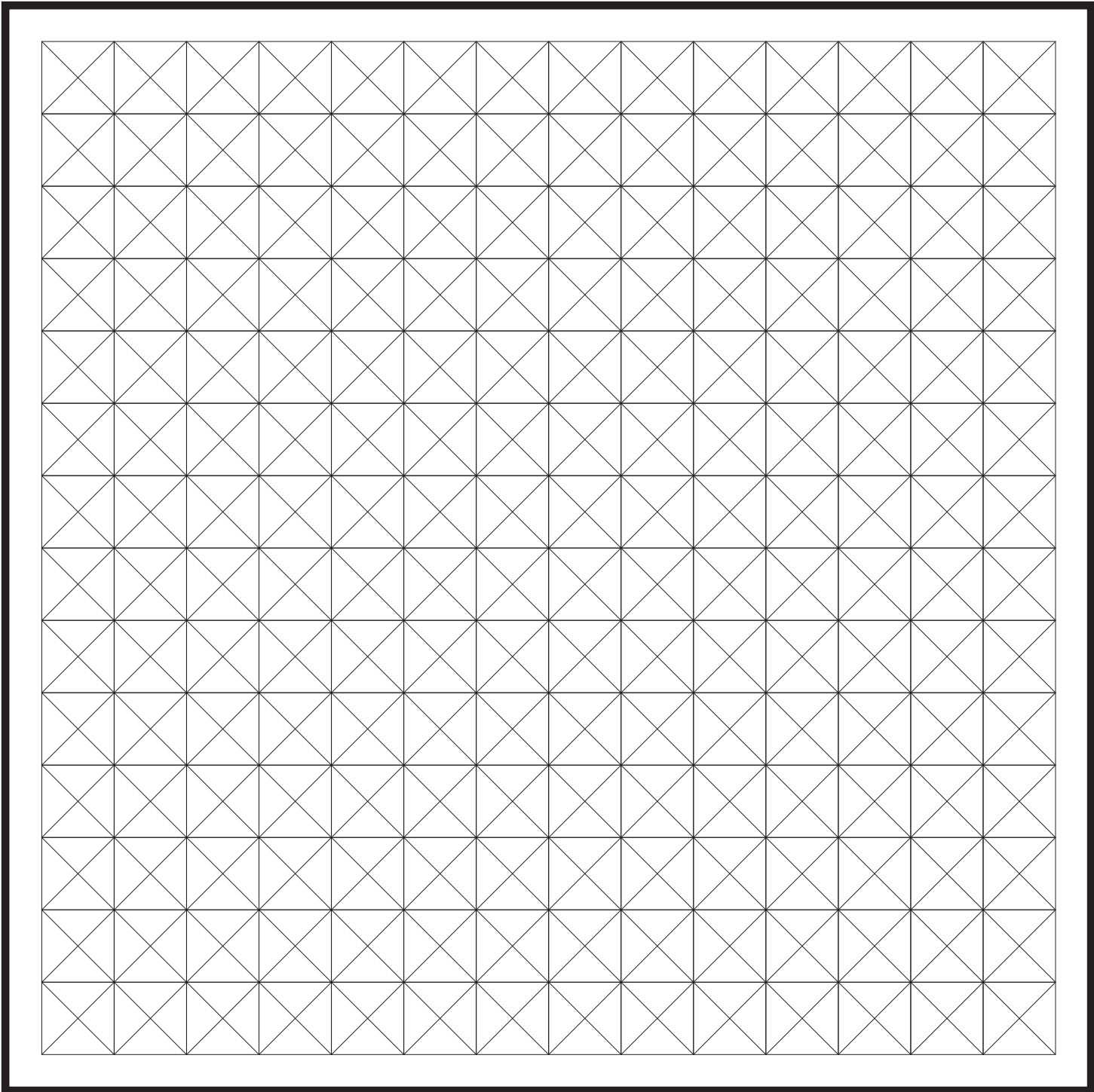
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<b>The Assignment</b>	Choose a zoo animal, research its appearance by collecting images of the animal from various points of view, and derive from that information an abstracted symbol of the animal. After making preliminary sketches in pencil, then more refined sketches in pen and ink, design or render the final symbol using the grid provided.
<b>Objectives</b>	To gain experience in the process and techniques used in creating symbols, especially those that rely on a grid. The grid is a time saving device that also helps maintain unity within a system. It's important to approach any grid with caution but an open mind. A grid system is not a guarantee of a good design. Much of the success of a symbol will still depend on the preliminary research and sketches. The concept or the approach to solving the problem remains the crucial factor in designing the symbol.
<b>Guidelines</b>	Using the ½" grid and a designated set of forms (those pictured on the grid) draw a symbol of the zoo animal of your choice. You may vary the size of the basic forms used from one grid unit to a maximum of five grid units, maintaining whole steps. For example, a circle may be drawn at ½", 1", 1½", 2" or 2½". The forms may be used as presented, or rotated by increments of 90 degrees (90, 180, 270). The forms used must be either black or white, with no shades of grey. All forms must be solid with no outlines (white forms may be used as negative space inside of black forms). The computer may be used to render final art for PMT, but <i>only</i> after research and detailed hand sketches have been submitted for approval.
<b>References</b>	Allen Hurlburt's <i>The Grid</i> , pages 5–26 Gregg Berryman's <i>Notes on Graphic Design</i> , pages 10–19 <i>Photodisc Stock Photography</i> , <a href="http://www.photodisc.com">http://www.photodisc.com</a> <i>Google Images</i> , <a href="http://images.google.com">http://images.google.com</a>
<b>Presentation</b>	Two presentations will be required for this project. The first will be 8½x11, showing the symbol at actual size, superimposed on the provided grid. It will be mounted on #1024 grey matte board cut to 11x14, leaving a border of 1¼ on the top and sides (1⅛ bottom), and covered with tracing paper. The project statement should be affixed to the back.  The second presentation will be 14x17, showing the symbol at actual size and ⅓ size, horizontally centered. The top symbol should be pasted full size approximately 2½" from the top and the lower symbol 10½" from top. Name and animal labels will be set in Univers 75 and 55 and centered 2⅝" from the bottom of the board. This presentation should be mounted flush on #1024 grey matte board, and covered with tracing paper.
<b>Schedule</b>	10/10 Assignment sheet distributed. Critique of assignment #3.  10/15 Present homework research of potential animals. Begin pencil sketches.  10/17 Workday for assignment #4. Make final decision on animal. Begin pen & ink comps.  10/22 Submit symbol for approval. Transfer to computer for final rendering.  10/24 Assemble paste-ups for final PMTs. Write project statement.  10/31 Final presentation and class critique.



**Student Name / Animal Name**

Using only the designated forms and the grid system shown, students designed a symbol for the animal of their choice.



**Student Name / Animal Name**

Using only the designated forms and the grid system shown, students designed a symbol for the animal of their choice.