

Art 2200:
Graphic Arts Monogram Project

Designing Your Personal Logo

Part A: Monogram

Design your own monogram using three of your own initials. Play with the letter designs. Businesses can be very picky about the style of the font used on their logos. Consider how different fonts give the impression of different emotions and styles.

Answer the following questions on the back of your monogram. Use complete sentences.

- 1. Why do businesses spend so much money and executive time on their logo designs?*
- 2. How does the font you chose represent you?*

Part B: Rubbing

Draw your monogram on an 8.5" x 11" paper. Draw your letters thick. Create a pattern with texture to fill your letters by making a rubbing. (Or you can use the pattern outside of your letters – as a negative, instead of a positive). You can make your rubbing by colouring over something with texture with wax crayons. You can use a variety of colours. For example: if you like money, you may use coins for your pattern.

Answer the following questions on the back of your paper. Use complete sentences.

- 1. How can the colour of a logo affect how you feel about a company?*
- 2. How do the colours that you used represent you?*
- 3. How does the pattern you created represent you?*

Part C: Collograph

Create a collograph plate of your monogram. A collograph plate is made by gluing textured things to a matt board. Again, the textured things that you use should represent you in some way. You want the things you glue to the matt board to be the same height. Then roll ink onto the collograph plate, place it face up on the press bed, place the paper on it, and pull your print. Pull at least 3 prints of your collograph.

You will need to pass in:

- A monogram, with answers to both questions.
- A rubbing, with answers to all three questions.
- 3 collograph prints