

AIRBRUSH LOGO

Learning goals:

1. To be able to use and identify Unity in a work of art

2. To be able to use and recognize color harmony in a work of art.

3. To be able to plan and reflect on a given work of art using art terms

The Assignment:

Design a logo for a fictitious company and bring it into being using an airbrush and stencil. Be sure to use the skills you've learned over the past year in beginning art to design a successful graphic.

Use the design process to get this one started: imagine yourself as a Graphic Designer (An artist that sells images and designs to companies and individuals for professional use such as a logo or sales pamphlet) who is going to show these thumbnails to a possible client. Make sure the thumbnails you've designed are well developed and attractive because this is important to sell your designs and ideas to your client. After you've completed your thumbnail drawings, take your favorite ideas into a painting of your own design on a t-shirt or other clothing using an airbrush.

New Terms:

- **Unity**- The sense of oneness or wholeness in a work of art
- **Color Harmony**- combinations of color defined by their position on the color wheel –such as analogous, complimentary, etc.
- **Stencil** – A template that is perforated through which ink or paint can pass to create a printed pattern
- **Logo** - A name, symbol, or trademark designed for easy and definite recognition, especially one borne on a single printing plate or piece of type.



Stencil

There are 10 basic steps to follow in this assignment.

They are:

1. Think of four fictitious businesses you may be designing a logo for. What do these companies do? Do they make something like shoes or clothing? Do they provide a service like cellular service? Do they produce CDs or market a particular type of music? List the four company types that you will be designing for on the back of your drawing paper.
2. Think about what the companies do and select some colors that may relate to those companies in some way- like green to a garden tool manufacturer. Choose a different color for each of the four companies. With these four colors, create a **color harmony** for each of the companies.
3. Using a sheet of 12” X 18” white sulfite drawing paper, design eight (8) thumbnail sketches (two for each of the four companies) of three letter logos that will address the needs of this company using your initials.
4. Divide the paper into 8 equal spaces and carefully color each thumbnail sketch to show exactly how you plan to use color, value, shape, texture, etc. These elements of design should be used to create **unity** in the design.
5. Chose the best design that fits the needs of your fictitious company from your eight thumbnail sketches and begin to make a stencil for airbrushing.
6. Using a sheet of 9” X 12” railroad board draw out the stencil you plan to work with.
7. Cut out the stencil or stencils you will need to paint your logo using the exacto knives and cutting boards. *(Be sure to cut carefully as even the smallest variations show up when you spray through a stencil.)*
8. Cut out the texture you will be using for your stencil and apply it to the stencil if necessary.
9. Using tempera paint, paint your logo on a sheet of 9” X 12” white sulfite paper to be turned in for evaluation. Be sure to follow the spraybooth rules.
10. Fill out the “reflection” worksheet available from your teacher and turn it in *attached to your logo and stencil/stencils* for evaluation.

Evaluation: This project will be evaluated upon the student’s successful demonstration of the learning goals listed at the beginning of the project.