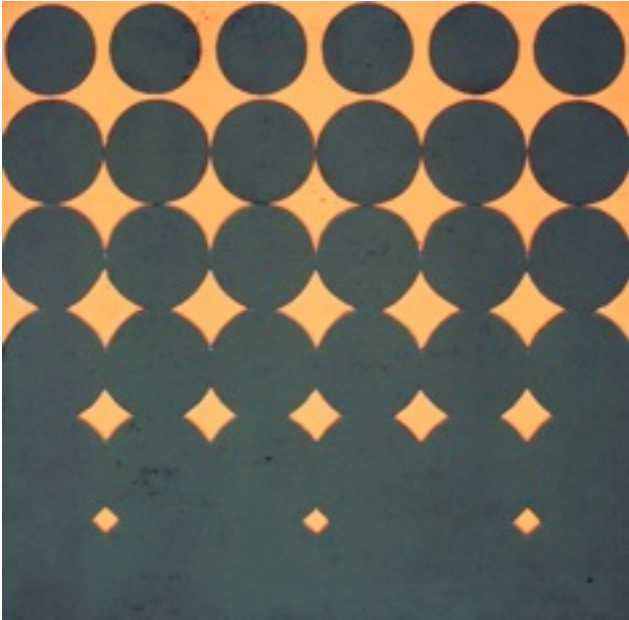
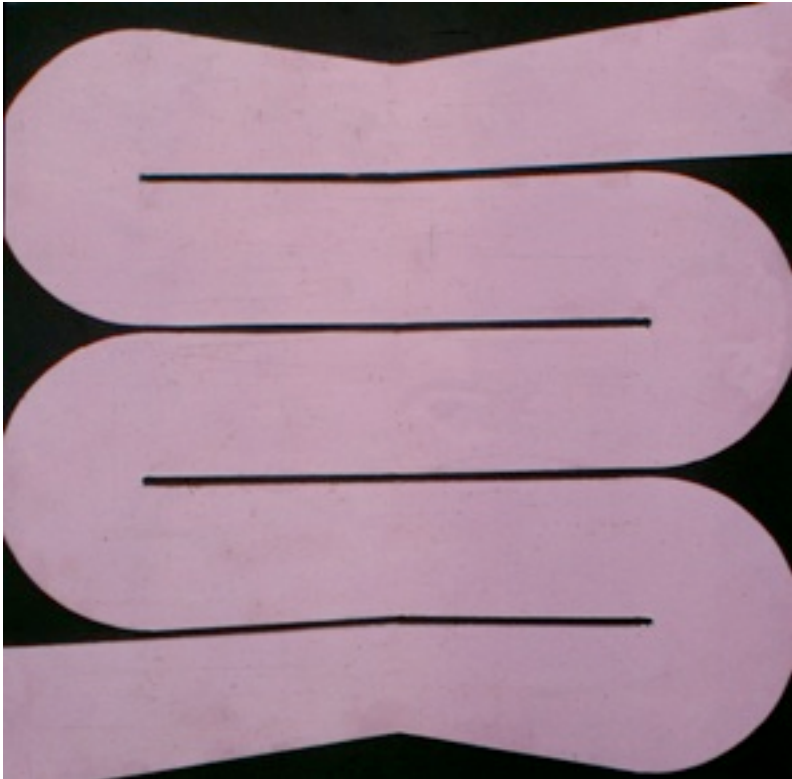


David A. Grimsrud – Symbol Development

Communicate the word “disintegrate”

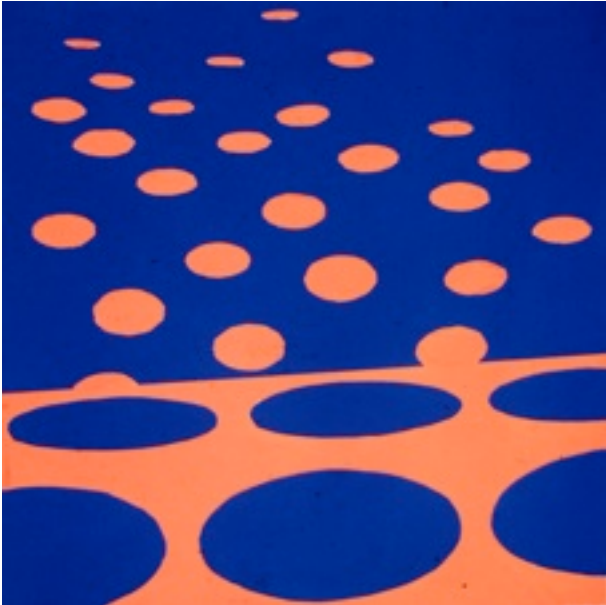


: Communicate the word “squeeze”

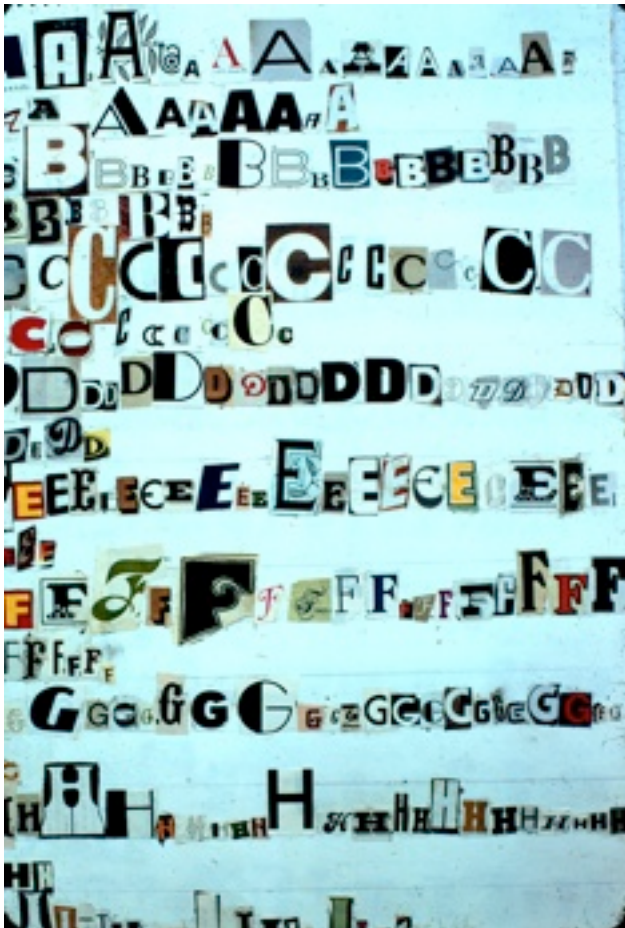


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Communicate “The moon rose over and over the over”.

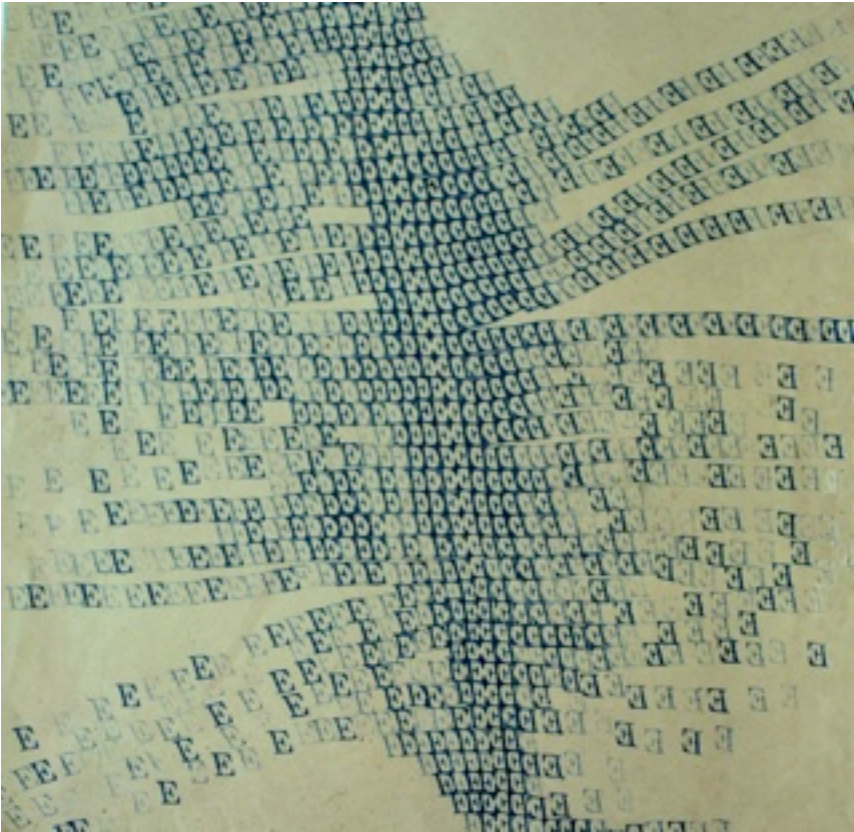


Collect letters
from magazines



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Stamping a single letter to express a word –
E for energy



Take two words with opposite meanings and gradually merge them together.



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Make a word do what it means. Select an appropriate font and consider placement in space.

fffffligbt

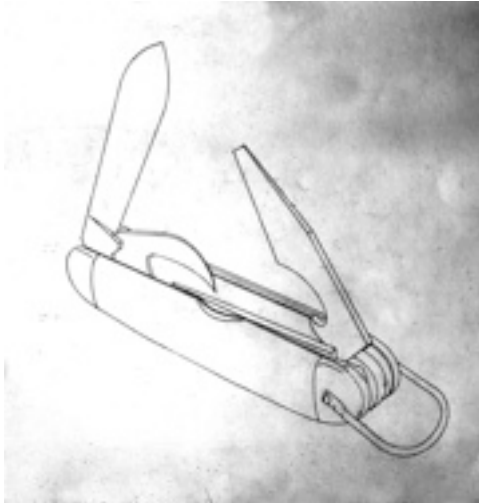
Fleght

Communicate a command using one hand – “Come here” and “stop”.
Make the image as simple as possible.



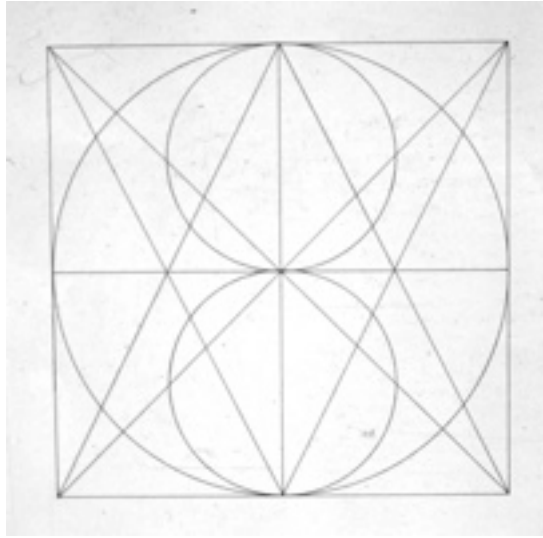
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Select an object and draw it three ways using line to communicate its contour, outline, and form. Make a fourth image using only black and white shapes.



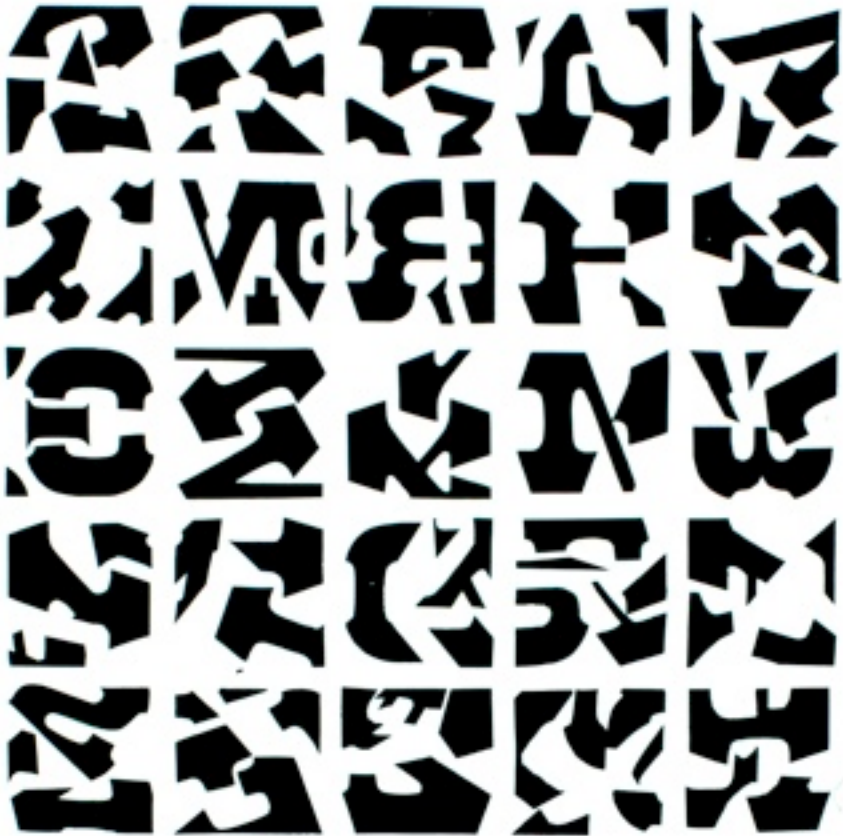
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Using this grid,
design alphabets in
this order:
tracing from grid,
refined tracing,
shapes not line, and
creating a novelty
font from the above.



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Figure/ground study: Get even distribution (visually) of positive and negative spaces throughout the composition. Begin with letters from a single font that are enlarged.



David A. Grimsrud – Symbol Development

Trademark design: Use leaf and student's last name's initial. Study the shape of leaves, draw initial using six different fonts, stylize different leaves six times, combine sets of initials and leaves, and finally present positive and negative versions of best trademark solution.

