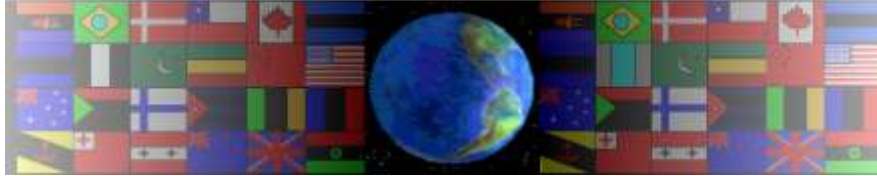


# WRITING STYLES

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website ([www.technologystudent.com](http://www.technologystudent.com)) before attempting the design sheet .

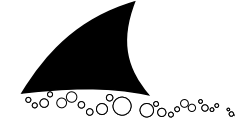
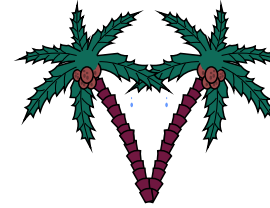
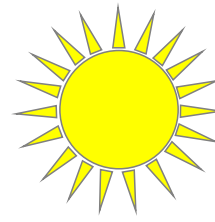
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# WRITING STYLES

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The word 'SUN' is to be used in an advertising campaign to promote seaside holidays. Your graphic design company has been asked to take the plain style of font shown below and to convert it into a style that truly represents the meaning of the word. The new style of writing will be reproduced on posters, internet sites and other methods of advertising, as the main title. The style you develop should include images/symbols that invoke memories of sunny, lazy days and sunny holidays. Some images are shown below to help you develop your style. You can use any images of your own.

SUN



You are to produce a rough sketch of your initial idea and a colour rendered version

ROUGH SKETCH

COLOUR RENDERED VERSION