

# TEENAGE PERFUMED PRODUCT - BASED ON A SPORTING THEME

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On behalf of The World Association of Technology Teachers

## W.A.T.T.



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# TEENAGE PERFUMED PRODUCT - BASED ON A SPORTING THEME

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You are to design the graphics / symbol for a deodorant set, for a teenager. The theme must be based on sport, as this reflects the energy and enthusiasm of young people.

You must design a suitable logo / symbol, that represents sport.

You must decide up on a name for the deodorant and a suitable style of writing.

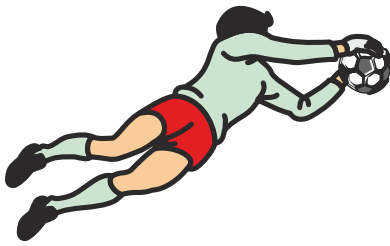
## DESIGNING A LOGO BASED ON A IMAGE / PHOTOGRAPH

### EXAMPLE ONE

Select a picture from a magazine, catalogue or clipart

Simplify the drawing by shading / colouring the entire figure

Add simple patterns that give the illusion of movement. Use a limited number of colours, too many will reduce the impact of the image/symbol.

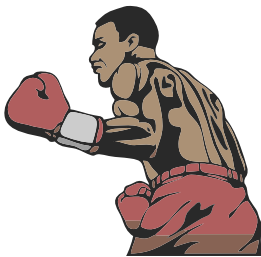


### EXAMPLE TWO



### QUESTIONS:

Using the technique shown above, convert the two pictures below to symbols. Remember to use a limited number of colours and add patterns to give the illusion of movement / energy.



Two sporting logos / symbols have been developed from the typical cyclist drawn below.

Design a third symbol based on the same cyclist.

1. Produce a rough version and a final colour rendered version.
2. Add notes that explain your design and especially why it reflects sport / energy / youth.



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ROUGH VERSION

COLOURED FINAL VERSION

**KEYWORDS:** SPORT ENERGY YOUTH POWER DEDICATION DETERMINATION  
BRIGHT COLOUR SCHEME

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