

Module 4 : Graphics

Lecture 3 : Logos and Brand Identities

Exercises



1. Study the needs of people in some public environment and design a set of graphics for useful signage.
2. Convert a set of photographic images into black and white images and increase their contrast to create graphic images. Observe which ones appear to work well and explore various graphic possibilities using one image by changing just one parameter – that of colour.
3. Create a graphic timeline for the evolution of any institution of your choice.
4. Develop a logo that symbolizes one quality that you consider as your greatest strength.