

What is a DESIGNER and what do they DO?

- Invent new products
- Redesign existing products to make them better
- Have a Client to design for
- Work towards a brief

Lines, Marks and Rendering

Copy 4 of the examples to the left and create 2 of your own. Copy them carefully.

In the boxes above copy 2 of the different kinds of line and create tone – light to dark.

www: _____

EBI: _____

In the box below blend pencil smoothly to go from light to dark. In the other, use pencil crayon to recreate the same effect.

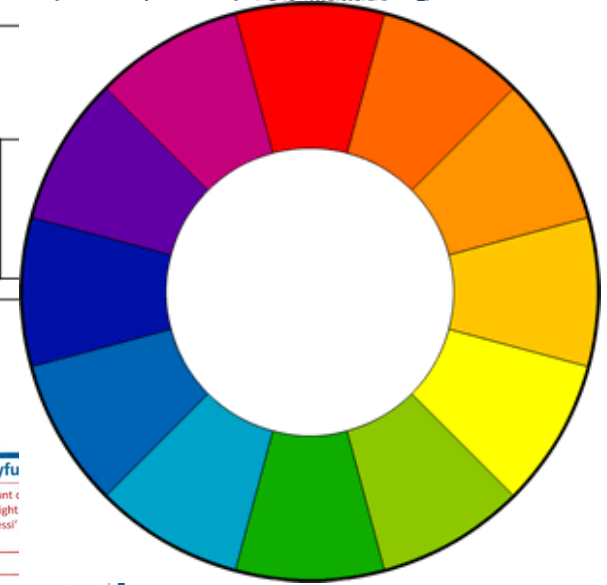
Name: _____ TG: _____

Now apply what you have learnt to the letters above using line, colour and tone.

ABC
ABC

ABCDE
FGHIJ
KLMNO

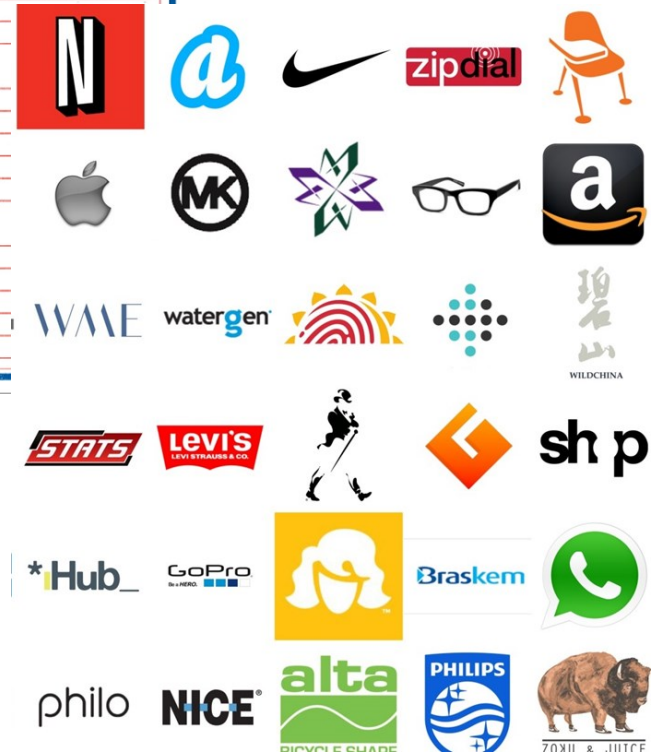
ALESSI OFFICINA **ALESSI** **ALESSI**



Keyword: brightly coloured, quirky, playful

Write a fill account & Explain why is might the 'Alessi'

In the 3 boxes provided create three different logo's that would be suitable for Alessi. The logo must be able to accompany the style of lettering you created last lesson. E.g. similar shapes, colours, lines etc.



- Stable
- Playful
- Soft
- Polished
- Shiny
- Novelty
- Stainless steel
- Flimsy
- Rigid
- Textured
- Conical
- Curvaceous
- Biomorphic
- Equilibrium

