

Collagraph Logo Prints

7–8



Essential Question

How have cultures used pictography?

Learning Objective

Students will learn they can create and reproduce logos through Collagraphy.

Linked Assessment Outcomes

- Through discussion, students will identify and explain the representation of logos from popular culture and the connects to ancient cultures.
- Students will identify what makes the components of a logo design effectively recognizable i.e. simple design, limited color palate, and relative size ratio.
- Students will create logo that is relative proportion to the size of the cardboard to reproduce collagraph prints.
- Students will create a simple logo design using Styrofoam to cut out i.e. word, letters, symbol (image i.e. (arrows, hand, animal, musical instrument, musical note etc., numbers, or combination in which the student will glue to cardboard to create collagraph printing “plate”.
- Student will reproduce collagraph prints from the collagraph printing “plate” to apply to create a color scheme combination contrast between the background (cardboard) and logo (Styrofoam).
- Students will write a written explanation of their logo design represents.

Activity Map

9:37–9:44 (7 minutes)

Demonstration of how to do a collagraph using Styrofoam and cardboard as a base.

First, create a simple design using paper template.

Second, place the printing paper with design on top of Styrofoam. Then trace the design using a pen.

Third, how to use the glue stick to glue the Styrofoam and cardboard together.

Fourth, explanation of letter reversal and symbol placement.

Demonstration of how to apply ink using a brayer on to surface of collagraph “plate” to transfer image on to the paper. (Using two block ink colors: Background-cardboard and Styrofoam for logo)

(1 Drawing and Tracing Station, 2 Inking Station, 3 Printing Station)
Station are design to keep organization. Each student moves to the next station.

9:44–9:55 (11 minutes)

1. Students will create their collagraph “plate” by drawing logo on to paper template
2. Trace on top of Styrofoam, cut logo and glue to cardboard.

(Student will be waiting their turn to ink their plates and print (3 students at a time)

9:55–10:20 (25 minutes)

3. Students will ink their collagraph plate on the inking station
4. Student print their collagraphs on printing station.

10:20–10:35 (15 minutes)

Clean up.

10:35–10:43 (8 minutes)

Review the process of creating and producing a collagraph print. Discuss the representation of student collagraph logos.

Vocabulary

Concept:

Logo: Logos are unique symbols or design that represents a company.

Brand: A type of product made by company under a particular name. For example, Lego, Playstaion, Mcdonalds.

Process:

Collagraphy: adding to the surface of a printing plate objects like plants, Styrofoam shapes, or cardboard shapes.

Printmaking: process based transferring images from a “plate” for example carboard onto paper.

Collagraph print: A print is an impression made by cardboard “plate” transfer to paper.

Dialogue

***HQ:** What is a logo? What is a Brand? What is the difference between a logo and a brand? What makes a logo recognizable?

***AQ:** What logos or brands that you know that are not seen posted?

***VQ:** What type of logo design would you like to make? How are you going to make your logo to the public recognizable? Are you interested in creating a logo for a bike company, a bakery store? A painting store? Or clothing store?

***TQ:** What are the steps to design a logo? Do you want your logo to have numbers, letters, shapes or both?

***RQ:** Explain the process of creating a collagraph logo? What does your logo stand for?

*Hook, Association, Visualization, Transitions, Reflections

New York Visual Arts Content Standards

3rd VA: Cn11.1.3 a. Recognize visual characteristics commonly found in works of art and design from a particular culture.

3rd VA: Re7.2.3 a. Identify messages communicated by images.