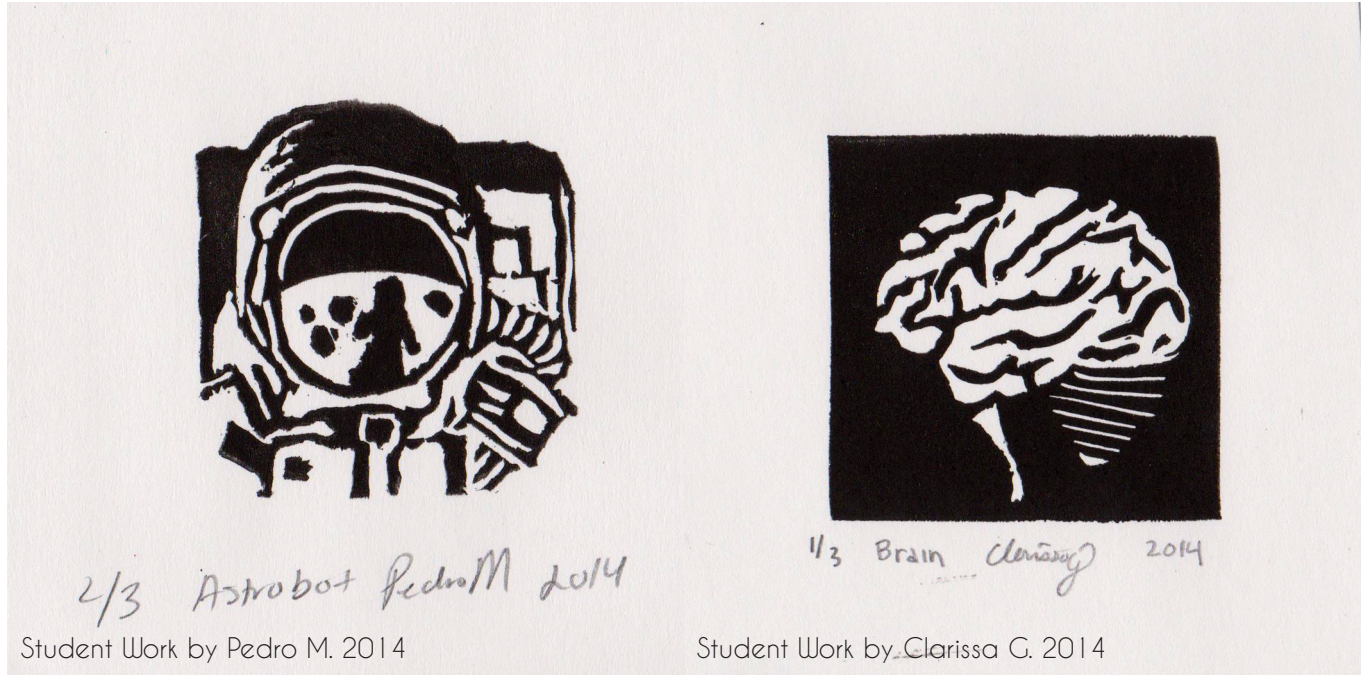


# LOCAL LETTERBOXING



Design a personal logo that will be made into a relief carving and used for letterboxing.

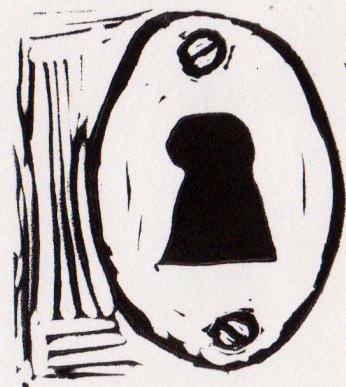
# EXPECTATIONS

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5/5 Beta Jorge 2014

Student Work by Jorge G. 2014



1/3 Key Hole Michel 2014

Student Work by Michel H. 2014

## Guiding Question:

*If a picture is worth a thousand words, what would a picture say about you?*

## Your submission must...

Be a logo that describes you.

Be creative.

Use positive and negative space.

Contain a variety of line types.

Printed as an edition of 3.

Be planned and well documented in your sketchbook.

Refer to Rubric for more



# PROCEDURES

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## Investigate:

Look up each of the listed reference artists and analyze their work.

Research the logos of various companies and document the similarities.

Research letterboxing.

Practice using printmaking tools.

## Plan:

Brainstorm a 2" logo that will represent who you are. What is your intent?

Draw 3-5 thumbnail sketches of a logo that represents you.

Decide whether you want to use the positive or negative space of your logo.

## Create:

Use printmaking tools to carve your logo.

Test your logo in your workbook. Make any necessary adjustments.

Print an edition of 3 and sign them appropriately.

Make a one signature bound book that will be used for letterboxing.

Create a map or written directions that will lead others to your letterbox.

## Evaluate:

In your sketchbook, write a 1 paragraph reflection about your finished work.

Did you convey your intent? How do your logo reflect who you are?

Were you successful? What changes would you make to your logo?

# RESOURCES

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Albrecht Dürer

## Reference Artists:

Albrecht Durer  
Paul Gauguin  
Edvard Munch  
Jose Posada  
Frans Masereel  
Claude Flight  
Bill Fick



Paul Gauguin

## Videos:

Anatomy of a Linocut  
<http://vimeo.com/19641694>  
Deep Sea Diver by Linocutboy  
<http://vimeo.com/56255143>  
Printmaking!  
<http://vimeo.com/21731831>  
3 headed cobra  
<http://vimeo.com/50290772>



Frans Masereel

## Links:

[www.letterboxing.org](http://www.letterboxing.org)