

## TEST QUESTION 7 alternative 1

A carry carton/box contains 3 DVDs of the smash hit TV series called *THE LOGO DESIGNERS*. The series shows famous Graphic Designers of the last 50 years and how they developed some of the best known logos of our time.

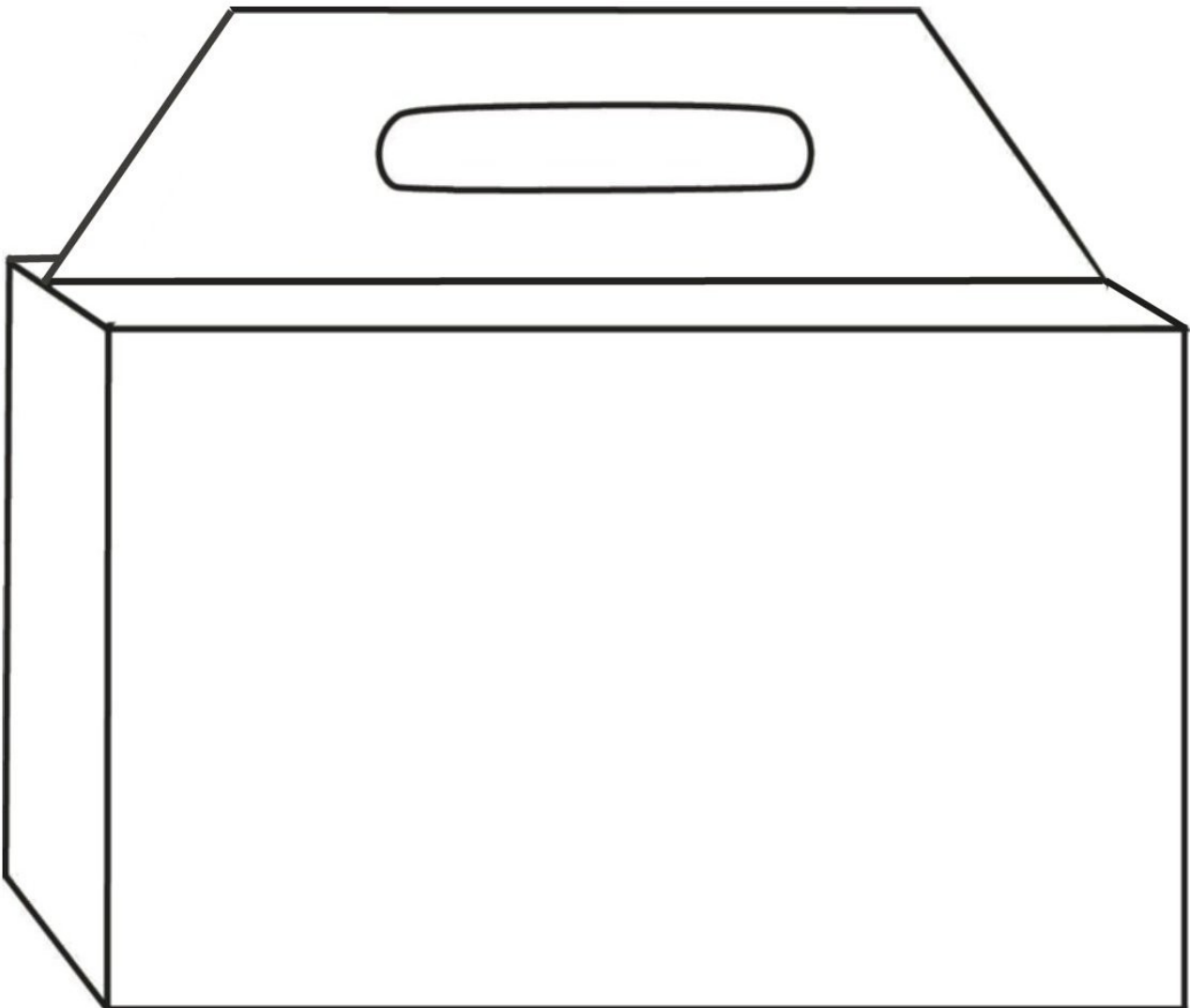
You are required to show your idea of an eye-catching design for the front of the carry carton/box. The design must include

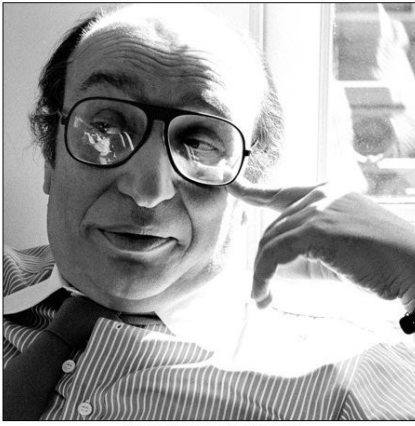
- an image representing a designer
- three iconic logos
- the title of the series *THE LOGO DESIGNERS*

You must

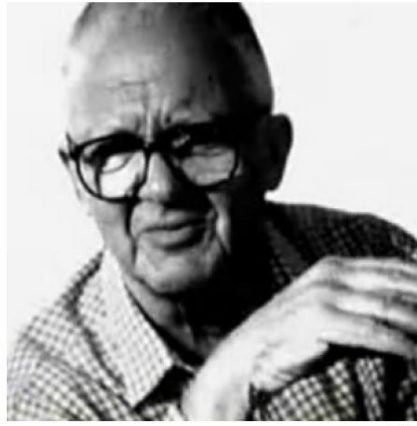
- demonstrate a clear hierarchy of information (the title of the TV series to be dominant)
- effectively apply the principle Balance, which must be asymmetric
- use only two colours

The reference material provided may be used to assist you.





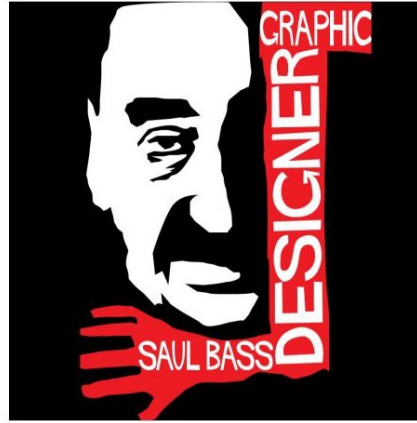
MILTON GLASER



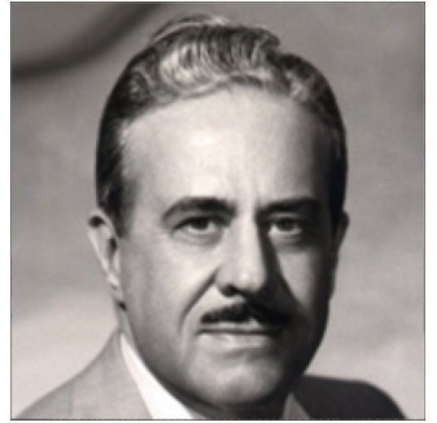
PAUL RAND



SAUL BASS



RAYMOND LOEWY



**MORE REFERENCE MATERIAL**

ALL EXAMPLES OF '2 COLOURS' BUT NOT ALL EXAMPLES SHOW ASYMMETRIC BALANCE

