



caad 

Booklet - 05

NATA 2020 DRAWING GUIDE

PREPARED BY

EXPERTS IN
ARCHITECTURE
EDUCATION



ANNA UNIVERSITY
COUNSELLING
CODE
1152

PART 1/3
Answers
5.01-5.05

B.Arch.,

971054545 / 9710930025

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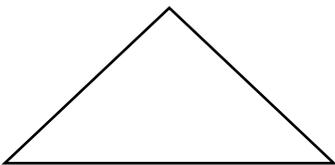
CHENNAI
ACADEMY OF
ARCHITECTURE AND
DESIGN

5.1 Draw a 2D LOGO for “College of Architecture”. This will be used to advertise in local newspapers. The LOGO shall highlight the activities in a simplified form without using any text and using only complimentary colors.

Step 01: Primary Shapes



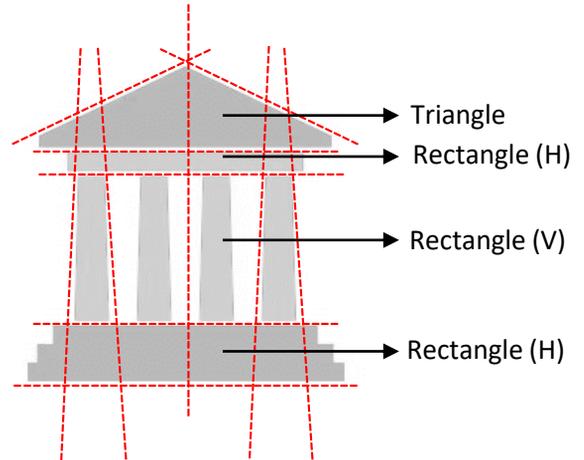
Rectangle



Triangle

Note: The most significant *primary shapes* are the circle, triangle and square (Ref: Pg. no 4 & 5)

Step 02: Method



Note: Symmetry / Similarity
Gestalt Principles (Ref: Pg. no's 13-17)

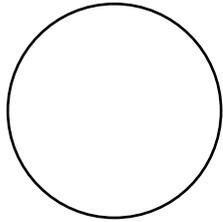
Step 03: Final Logo



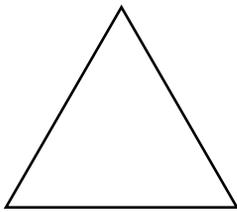
Note: Color Scheme : Complementary Colors
(Ref: Pg. no 8 & 20)

5.2 A motorsport company needs a logo for their ad-campaign.
Design logo for suitable size, use complimentary color scheme.

Step 01: Primary Shapes



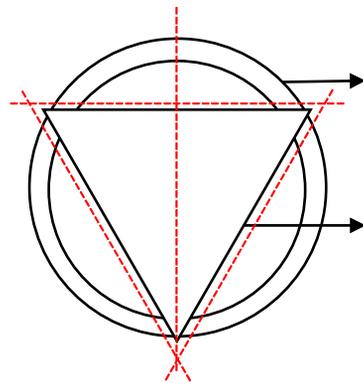
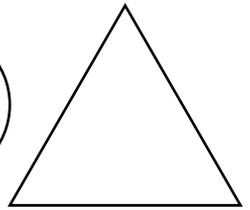
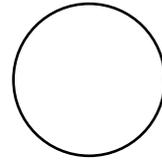
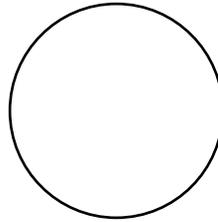
Circle



triangle

Note: The most significant **primary shapes** are the circle, triangle and square (Ref: Pg. no 4 & 5)

Step 02: Method



Overlapping Circles

Inverted triangle

Note: Symmetry / Figure-Ground relationship
Gestalt Principles (Ref: Pg. no's 13-17)

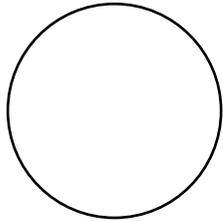
Step 03: Final Logo



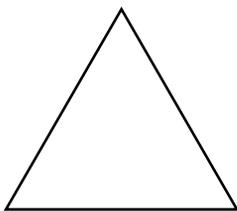
Note: Color Scheme : Complementary Colors
(Ref: Pg. no 8 & 20)

5.3 Create a logo for a person who gives solar energy solutions. Using warm colors suitable to suite the theme.

Step 01: Primary Shapes



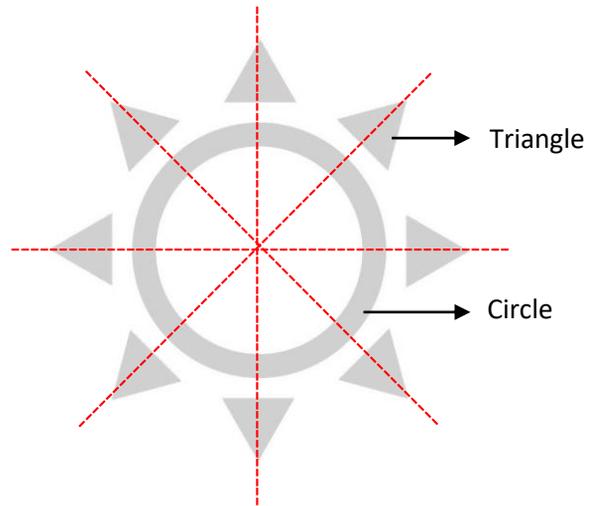
Circle



triangle

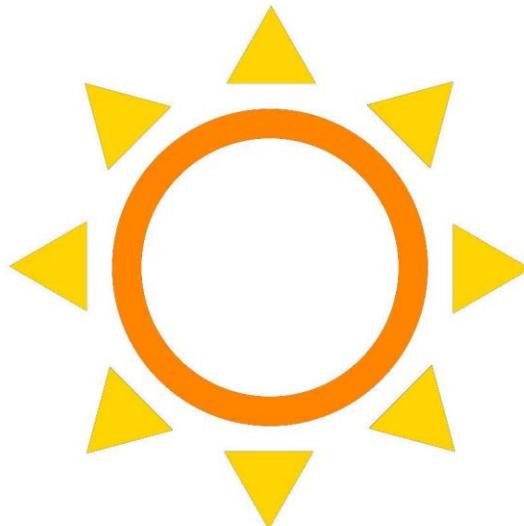
Note: The most significant **primary shapes** are the circle, triangle and square (Ref: Pg. no 4 & 5)

Step 02: Method

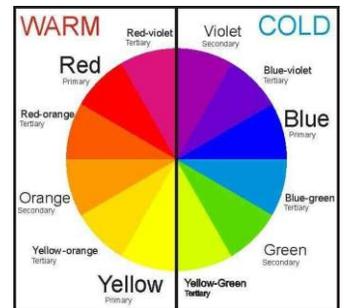


Note: Symmetry / Continuation / Closure
Gestalt Principles (Ref: Pg. no's 13-17)

Step 03: Final Logo

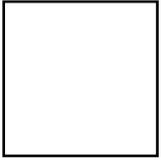


Note: Color Scheme : Warm Colors
(Ref: Pg. no 8 & 20)

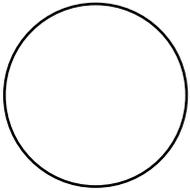


5.4 Create a 2D graphical LOGO for a “Mountaineering Club” which will be used to advertise in local news paper, brochures, etc. The emblem shall highlight the activity of the club without using any text. Use cool colors.

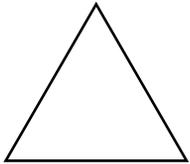
Step 01: Primary Shapes



Square



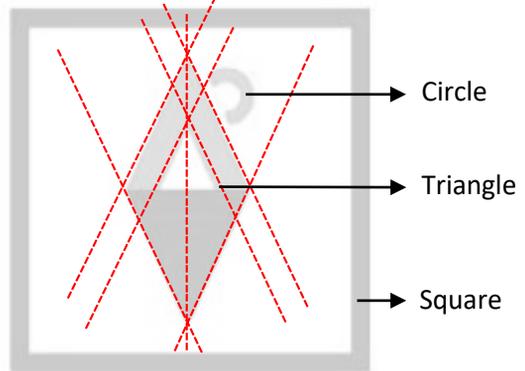
Circle



Triangle

Note: The most significant **primary shapes** are the circle, triangle and square (Ref: Pg. no 4 & 5)

Step 02: Method



Note: Asymmetry/ Closure
Gestalt Principles (Ref: Pg. no’s 13-17)

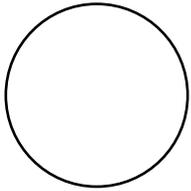
Step 03: Final Logo



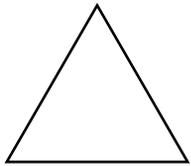
Note: Color Scheme : Cool Colors
(Ref: Pg. no 8 & 20)

5.5 Create a logo for a television and electronic goods company using complimentary colors. This LOGO will appear on the products as well as to be used in advertising.

Step 01: Primary Shapes



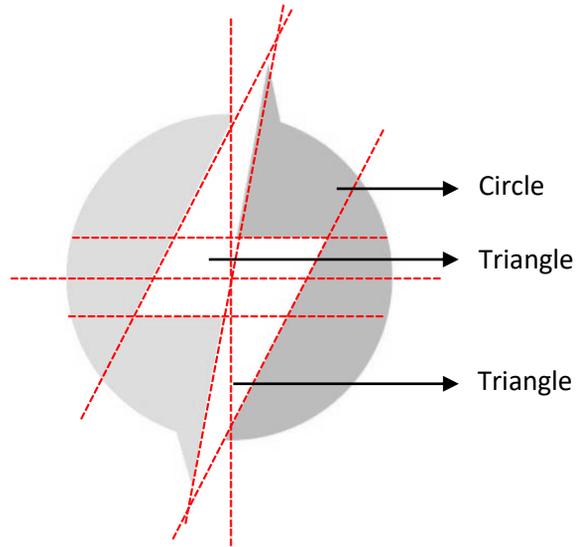
Circle



Triangle

Note: The most significant **primary shapes** are the circle, triangle and square (Ref: Pg. no 4 & 5)

Step 02: Method



Note: Symmetry/ Closure
Gestalt Principles (Ref: Pg. no's 13-17)

Step 03: Final Logo



Note: Color Scheme : Complimentary Colors
(Ref: Pg. no 8 & 20)