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Booklet - 06

NATA 2020 DRAWING GUIDE

PREPARED BY

EXPERTS IN
ARCHITECTURE
EDUCATION



ANNA UNIVERSITY
COUNSELLING
CODE
1152

PART 1/3

Answers

5.6-5.10

B.Arch.,

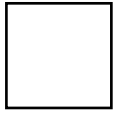
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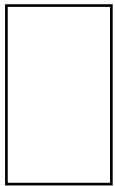
CHENNAI
ACADEMY OF
ARCHITECTURE AND
DESIGN

- 5.6 Design a LOGO for an event marking the centenary celebrations of the oldest school in your city. Use secondary colors. The LOGO has to be contained within a circular shape.

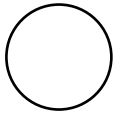
Step 01: Primary Shapes



Square



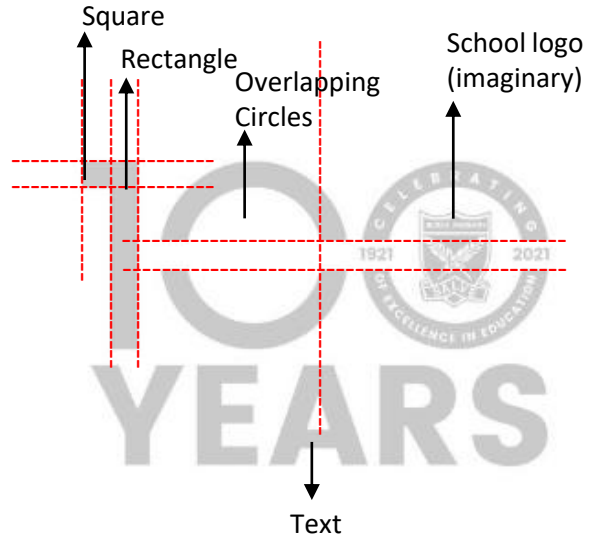
Rectangle



Circle

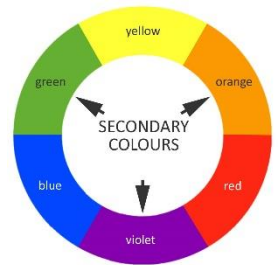
Note: The most significant *primary shapes* are the circle, rectangle and square (Ref: Pg. no 4 & 5)

Step 02: Method



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

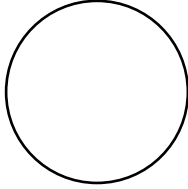
Step 03: Final Logo



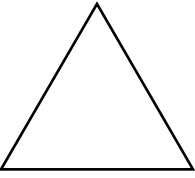
Note: Color Scheme : Secondary Colors
(Ref: Pg. no 8 & 20)

- 5.7 Draw a LOGO for a cement brand using a minimum of three neutral colors. The LOGO will appear on the company's cement products as well as in advertising.

Step 01: Primary Shapes



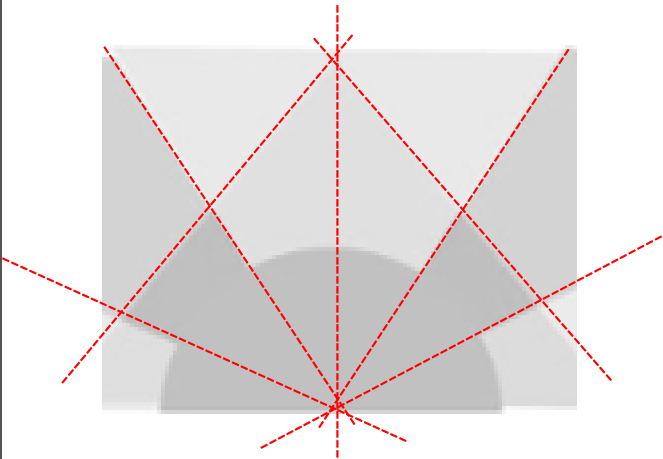
Circle



Triangle


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

Step 02: Method



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

Step 03: Final Logo



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

neutral			
R	G	B	HEX
183	166	173	#B7A6AD
200	186	192	#C8CAC0
211	201	206	#D3C9CE
100	178	167	#BEB2A7
200	198	191	#D1C6BF
210	215	204	#DBD7CC
202	170	136	#CAB388
213	196	161	#D5C4A1
224	212	187	#E0D4BB
181	178	146	#B5B292
200	197	172	#C8C5AC
213	211	191	#D5D3BF
168	173	180	#A8ADB4
195	200	205	#C3C8CD
210	214	217	#D2D6D9

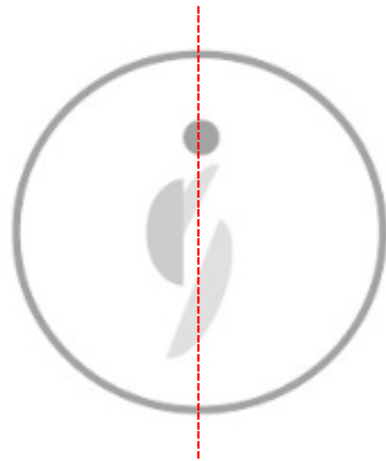
5.8 Design a LOGO using neutral colors for a dance & music academy using basic geometrical shapes like square circle triangles etc.

Step 01: Primary Shapes



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)

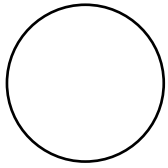
Step 03: Final Logo



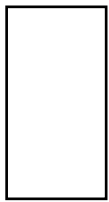
Note: Color Scheme : Neutral Colors
(Ref: Pg. no 8 & 20)

5.9 Design a LOGO for a leading film production company, that includes its name in the graphic. Assume any suitable name. Use any four primary colors of your choice.

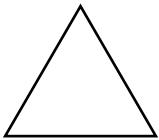
Step 01: Primary Shapes



Circle



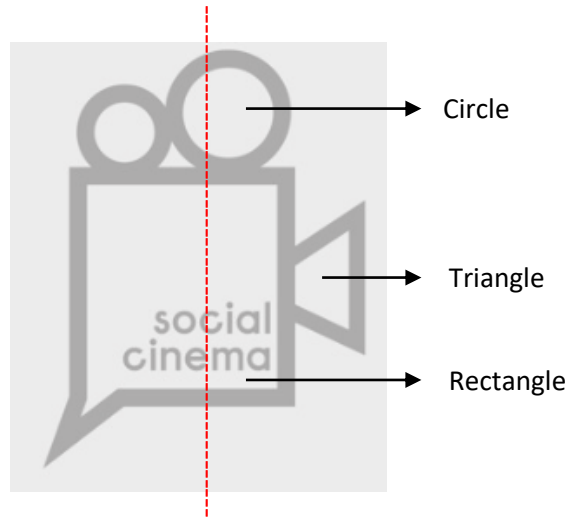
Rectangle



Triangle

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

Step 02: Method



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

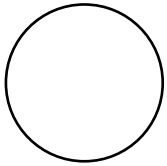
Step 03: Final Logo



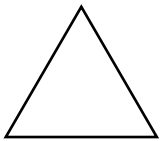
Note: Color Scheme : Primary Colors (Ref: Pg. no 8 & 20)

5.10 Create a LOGO with basic shapes and suitable combinations for the go green campaign, use a leaf in the composition and color the same using cool colors.

Step 01: Primary Shapes



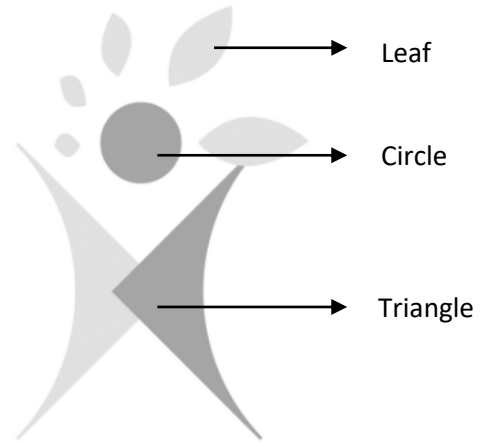
Circle



Triangle

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

Step 02: Method



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

Step 03: Final Logo



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

