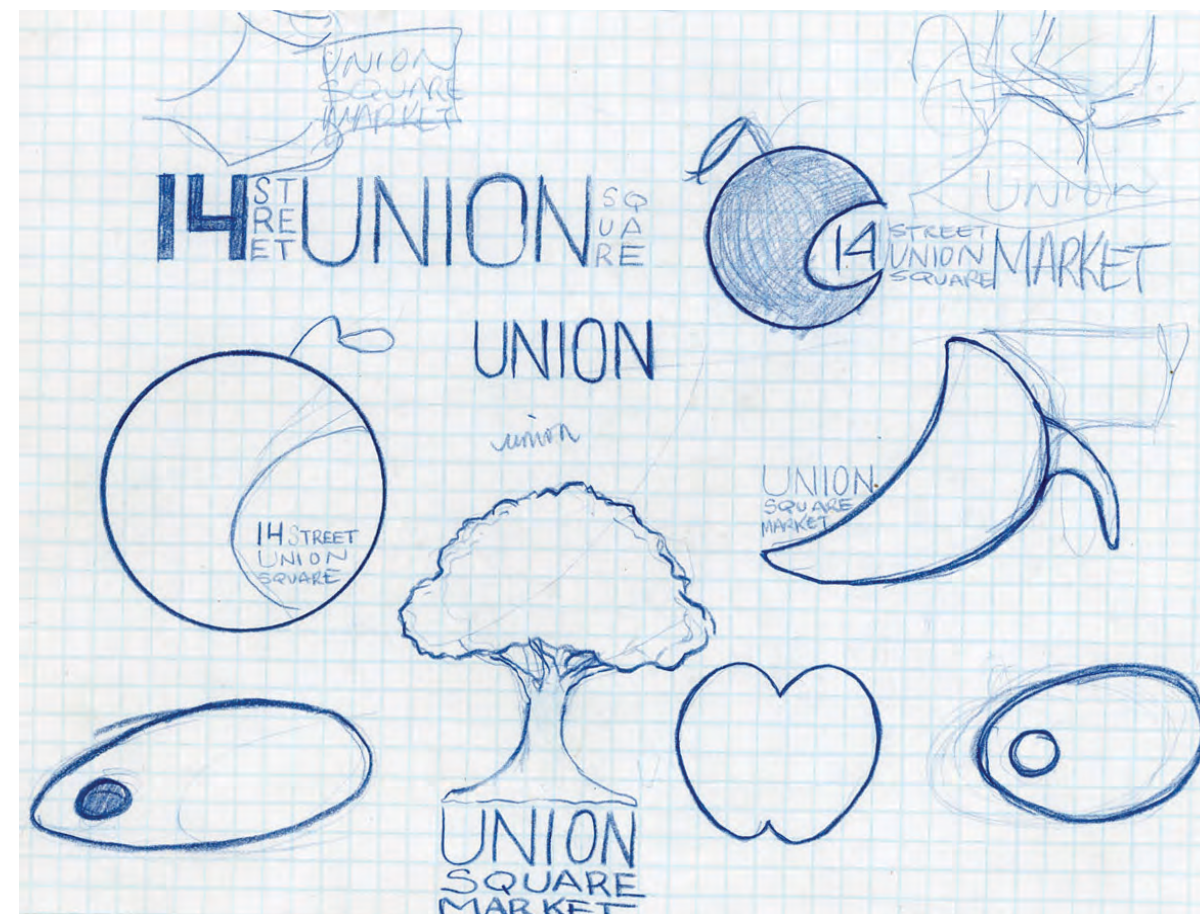
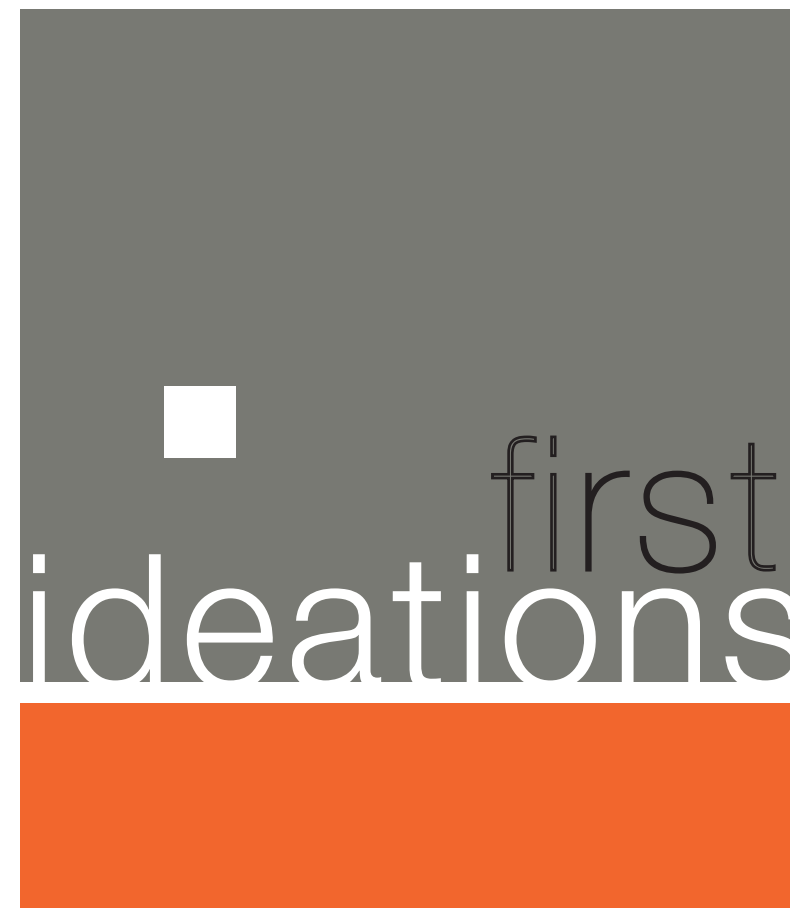
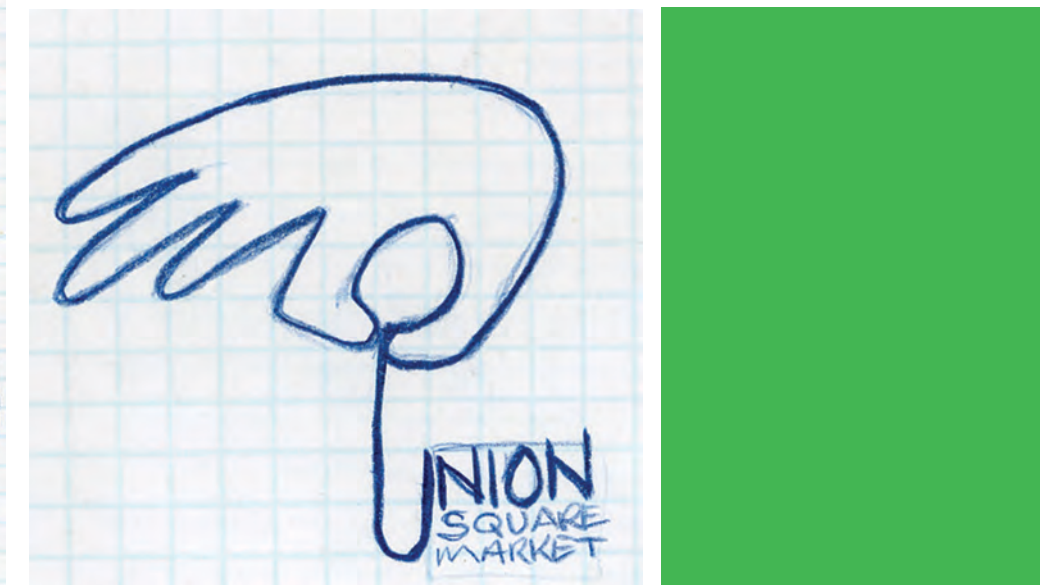


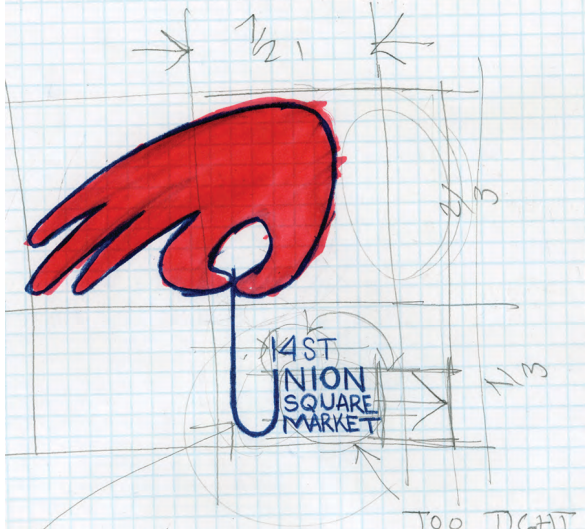
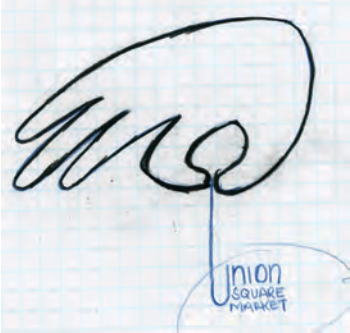
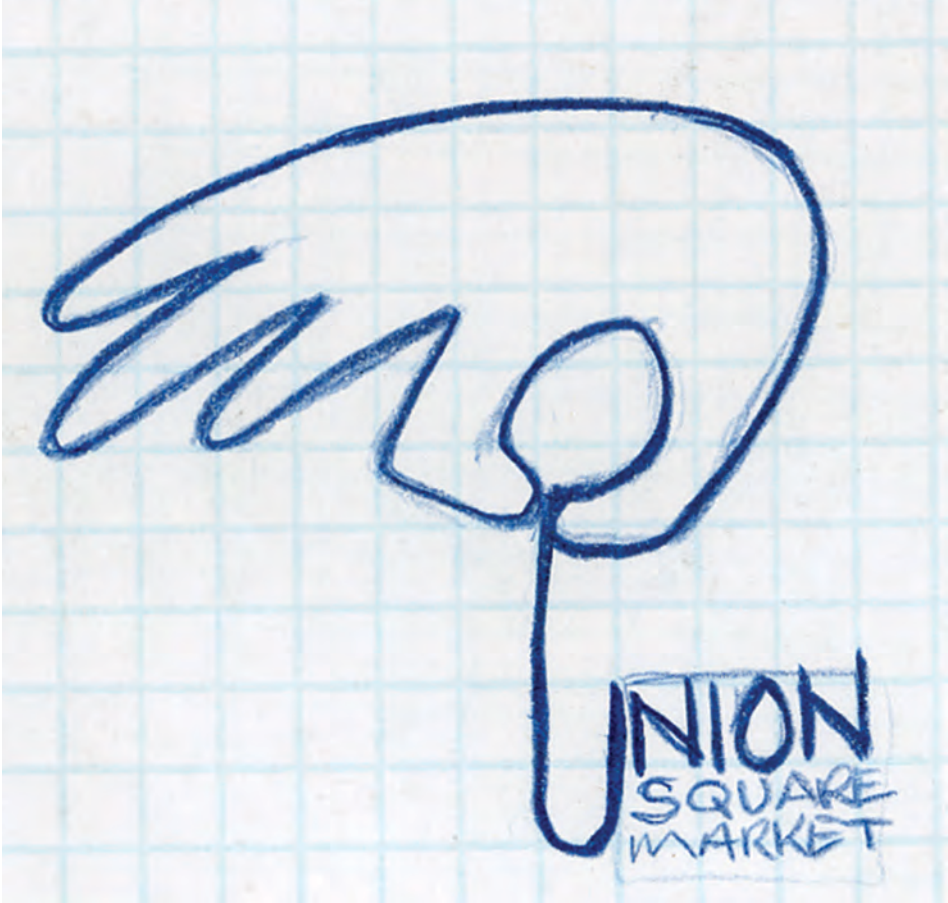
The project began by sketching abstractly, with varying materials. This allowed for the exploration of form and spatial relationships, to create a dynamic movement within the composition



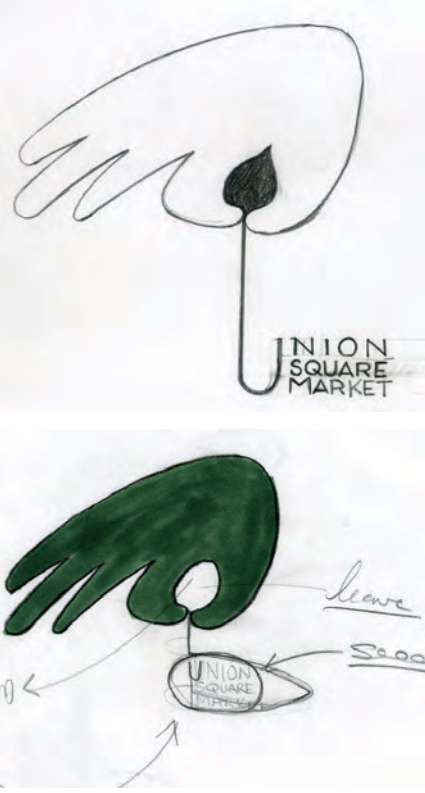
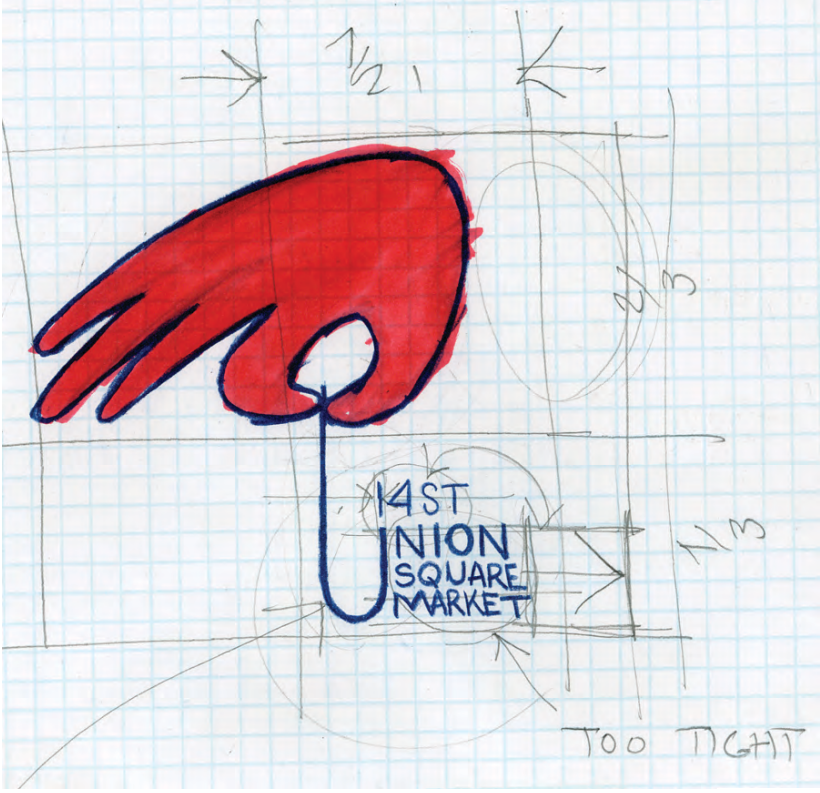
Beginning with ideas and forms that identified with the idea of fruits and vegetables, but mostly produce in general. I did not want to specify one type of fruit or vegetable, but find a form which was apart of both and still conveyed the idea behind the market. A hand picking pertained to most produce and kept the essence of the activity taking place at the market.



logo development

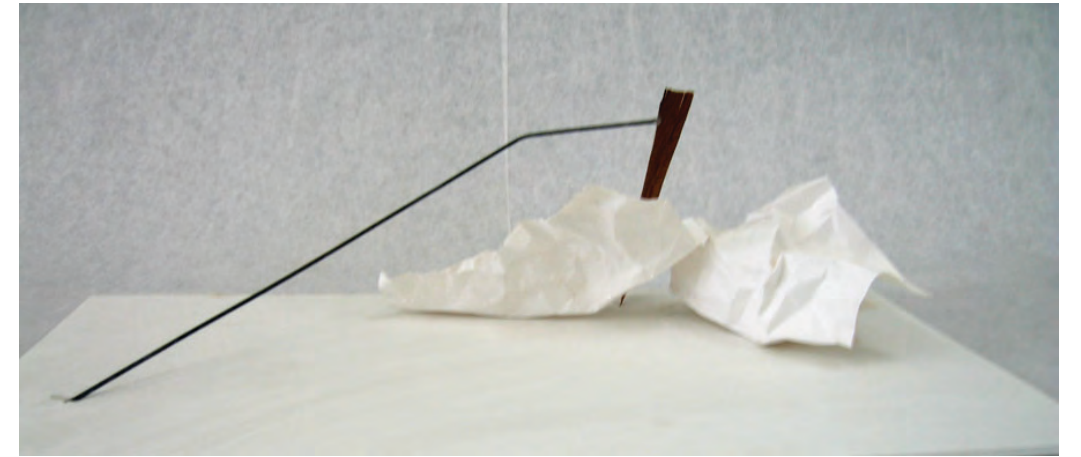


final refinements



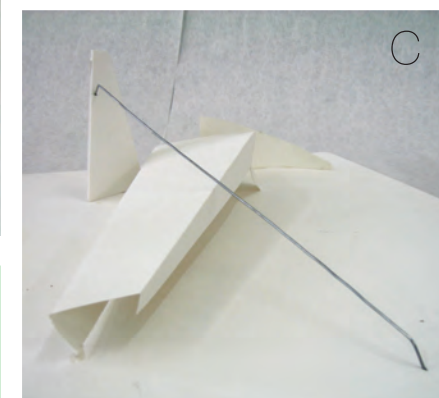
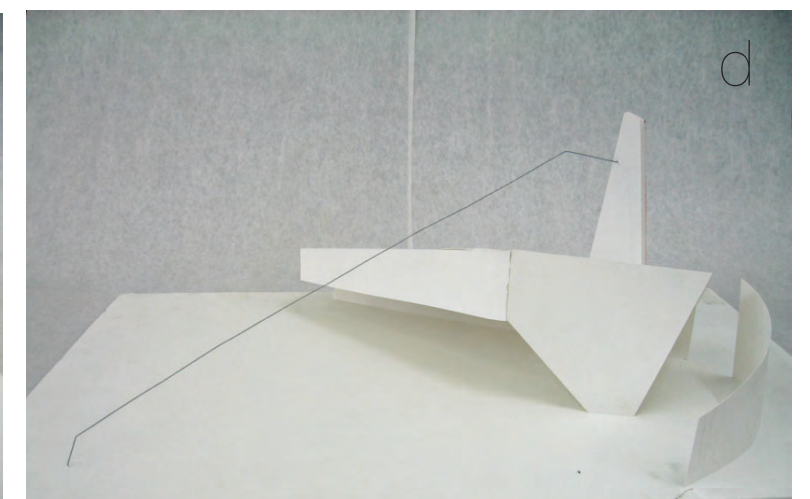
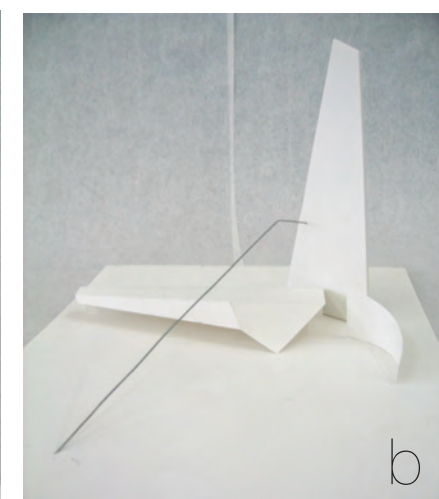
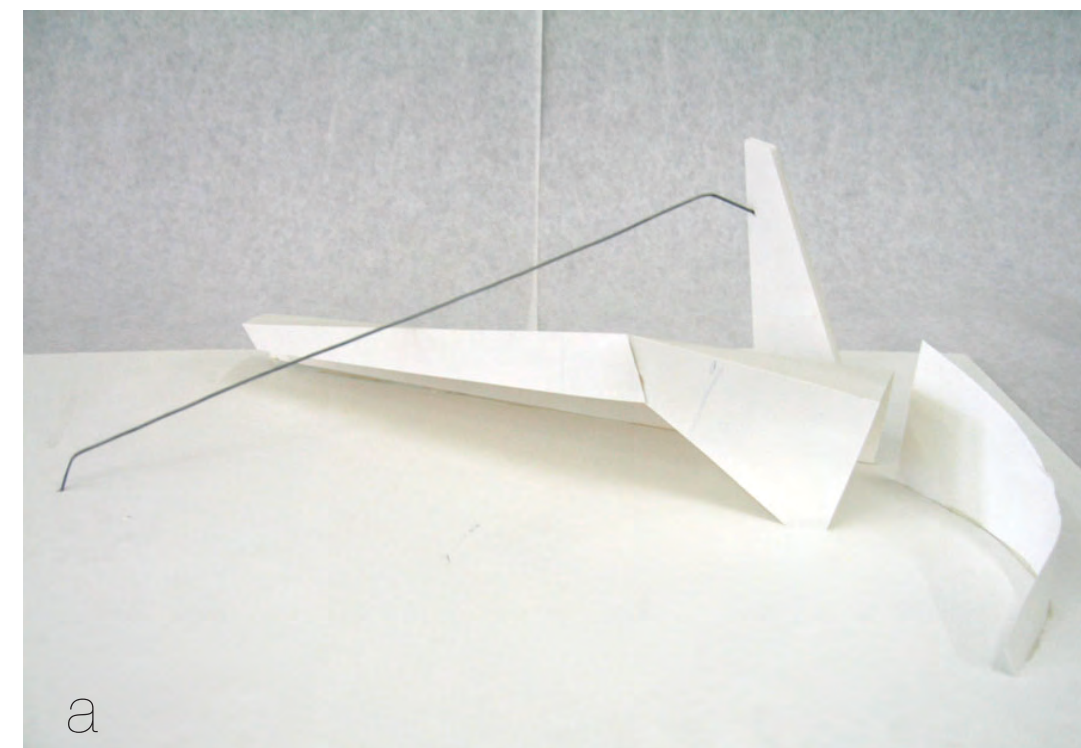
final logo design

chosen sketch



One abstract sketch is chosen depending on the overall movement, idea and spatial relationships in the composition. This process of elimination allows to intently focus on the selected sketch and begin refining and developing the elements in the sketch, based upon the proportion, placement and gesture.

vari ations

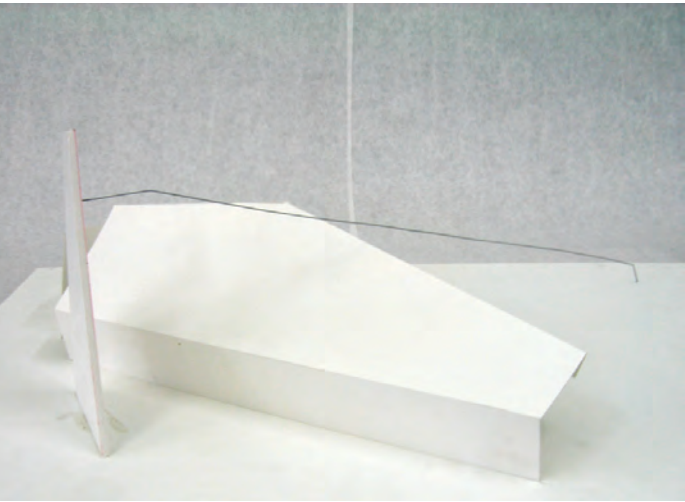
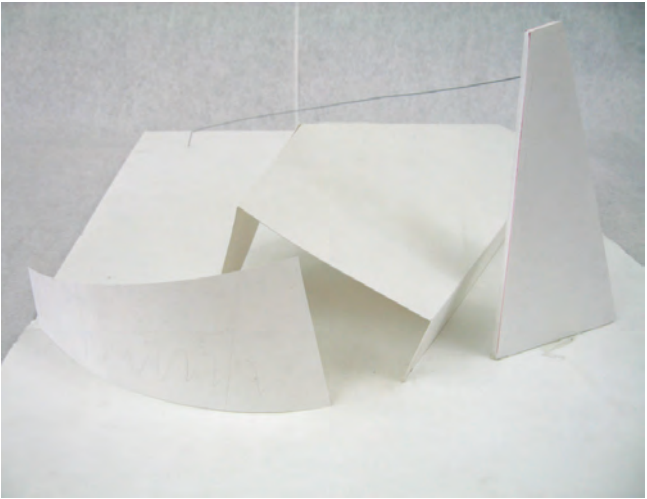
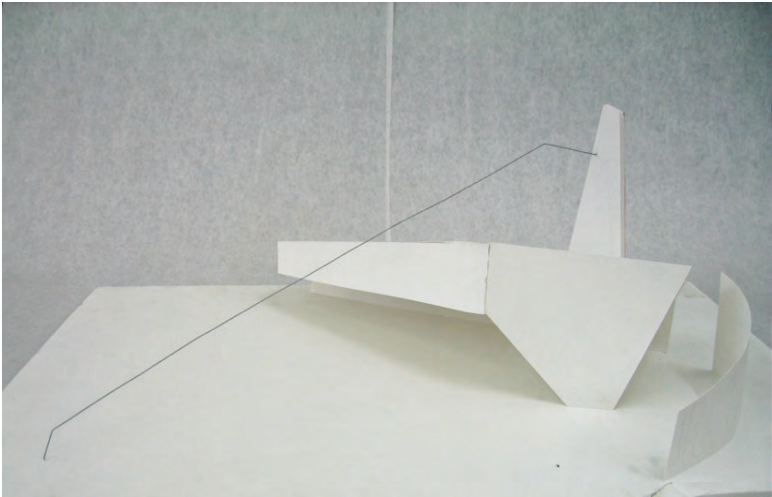



- a. chosen variation
- b. tall vertical plane variation
- c. wide horizontal plane variation
- d. refinement of chosen variation (semi-final)

By doing several variations of the elements within the sketch, allows to visually understand the desirable arrangement of the dominant, sub-dominant and subordinate elements. This aids the spatial relationships and movement of the elements in the overall composition.

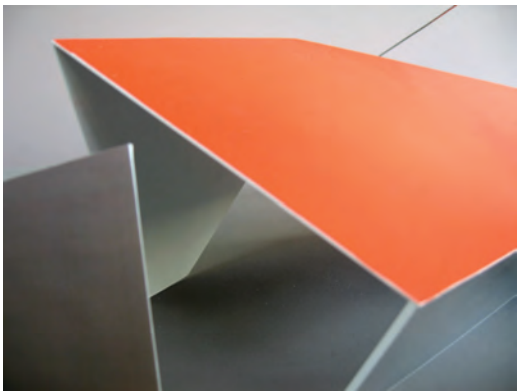
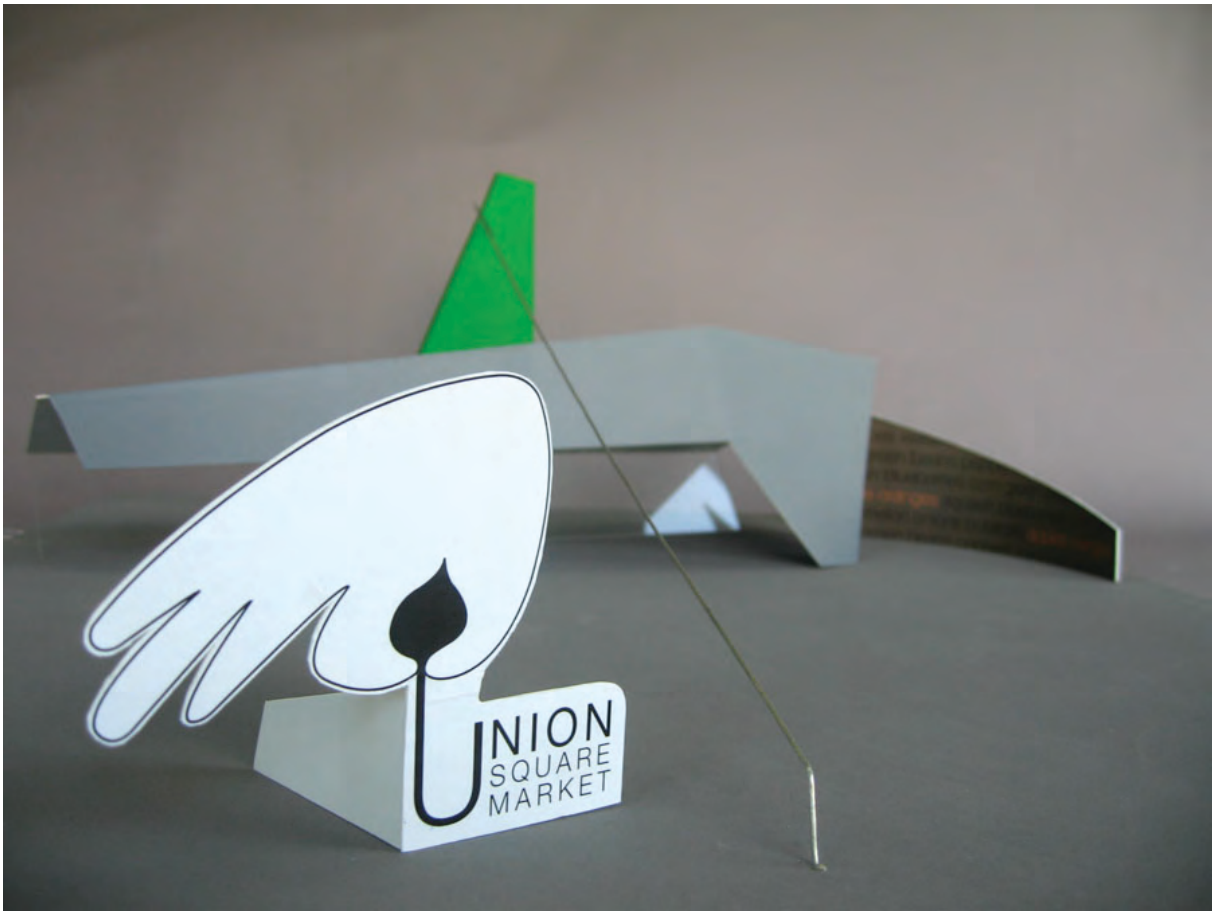
semi-final

model



final

model



details