

# Trademark Sprint for Creating Symbols and/or Abstract Marks

# Research your subject

*(For this exercise it can be as little as looking up a dictionary definition and/or using a thesaurus)*

1

Start by listing items that come to  
mind about the subject matter

*(List ideas like materials, textures, and  
concepts as well as tangible objects)*

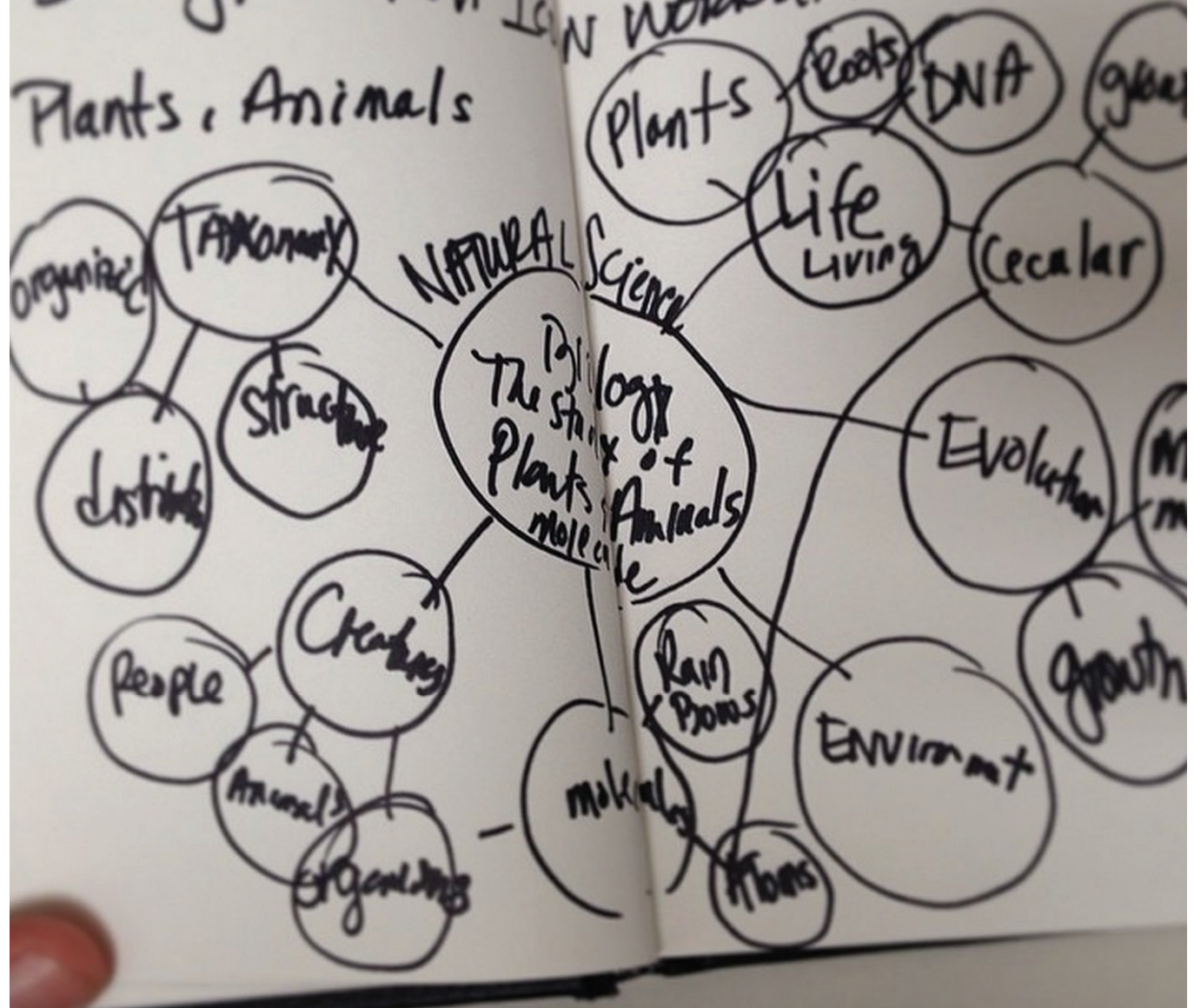
2

Use mind mapping to expand  
your listed items from Step 1

*(Consider finding some picture associations/images  
to help visualize your items)*

Biology - AWAH  
Plants, Animals

WORKSHOP 5/25/14



3

Start sketching in your notebook  
using Steps 1-2 for inspiration

4

Experiment with similes and forced connections to expand your sketch ideas

4

Circle your top contender(s) for ideas  
and redraw each contender on  
its own individual post-it note.

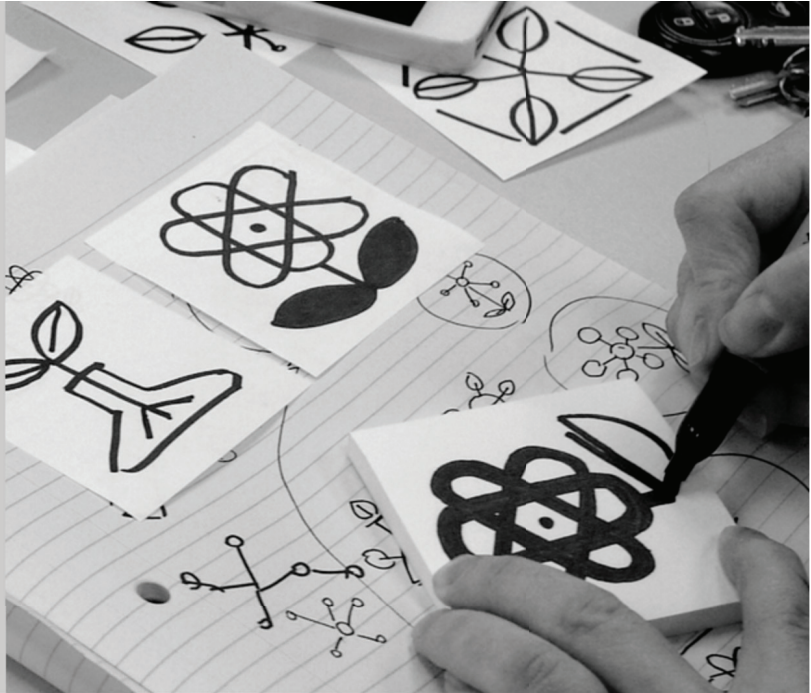
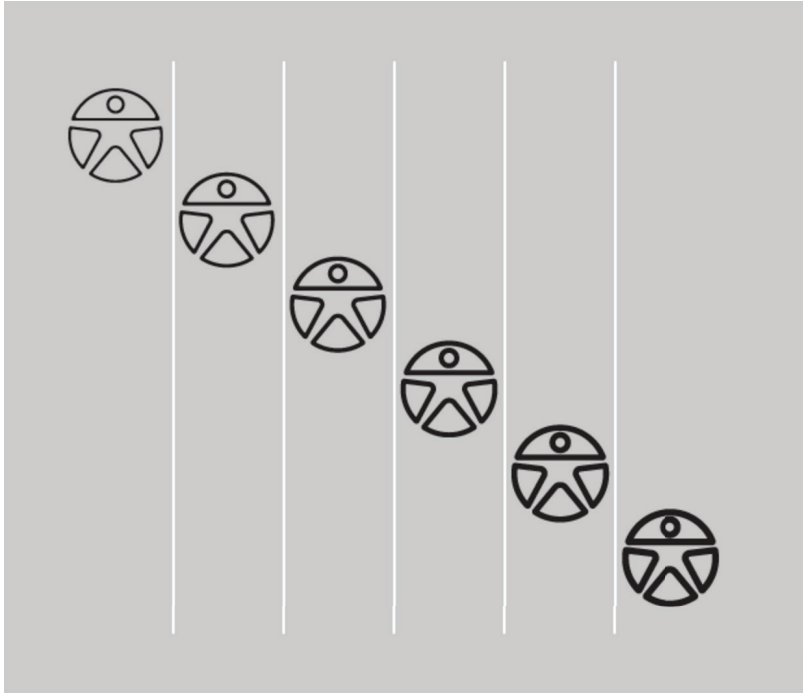


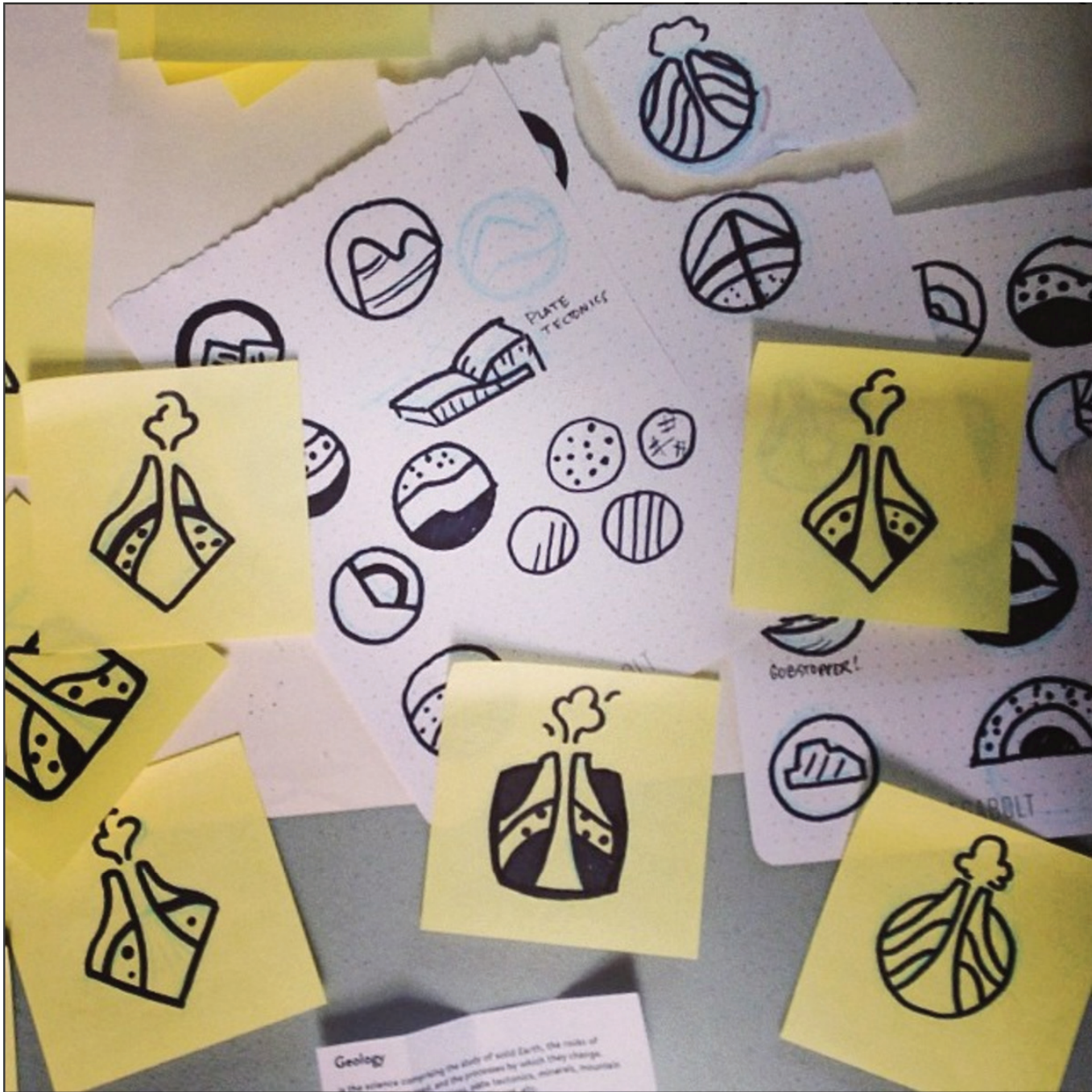


6

Take each post-it note and iterate.

*For example: take your first post-it note contender and on individual post-it notes, draw variations of **line weight** – one drawing per each individual post-it note. Weight thickness might get so substantial that you begin to play with **figure/ground** as well. As you iterate, line up each new iteration vertically under the original.*





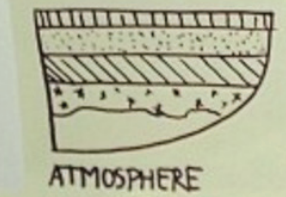
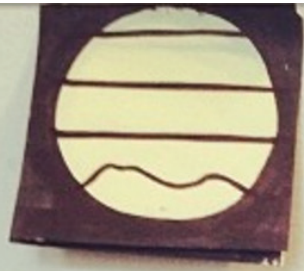


7

Take your post-it notes and iterate, again.

*For example: use any of your post-it notes as inspiration and on individual post-it notes, draw variations of **shape** – one drawing per each individual post-it note. You might like to play with **repetition** of shape and/or **scale** of shape as you draw. As you iterate, line up each new iteration in a new column vertically under the original.*

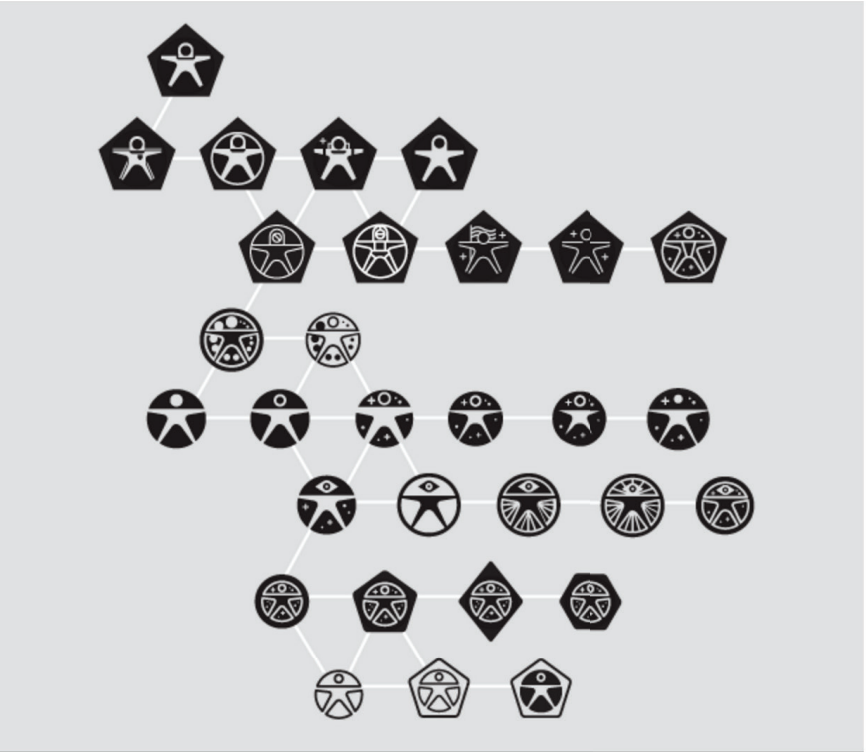






7

Pick (*mix and match*) samples to push your design iterations farther.









8

Analyze and choose the one that best visually expresses your idea.





