

Logos as Art? Lettering and words designed to be memorable.



Andy Warhol. *Campbell's Soup Cans*. 1962

Andy Warhol ate the same thing for lunch every day: a can of tomato soup. He said, "I used to have the same lunch every day, for twenty years, I guess, the same thing over and over again." Lettering/Words feature heavily in the artwork above. Brand names are often designed as small pieces of memorable art. **Choose one:**

A. Make a drawing of what you like to eat for lunch including the packaging. How will you represent, or show, your meal? **OR**

B. Imagine your name as a brand name or logo and make a drawing/design. Will it be simple or elaborate? What colours would represent you?