

Concepts in Design - Bar Code Lateral Thinking Assignment



The UPC mark is one of the most widely used symbols in the world appearing on packaged goods, magazines, paperback books and other mass produced products. Yet this image seen so frequently is often not seen at all. With this in mind, redesign the UPC symbol making it visible by interpreting it as a personal, political or social statement. The areas indicated below are to be used for preliminary drawings. When all eight (8) sketches are completed, choose one and execute it as accurately as possible in the larger area. There are no limitations on medium or color.

