

# *The Purpose of* **THUMBNAIL SKETCHES** Slideshow Presentation

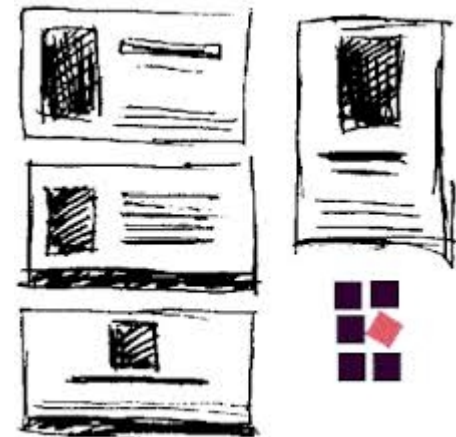
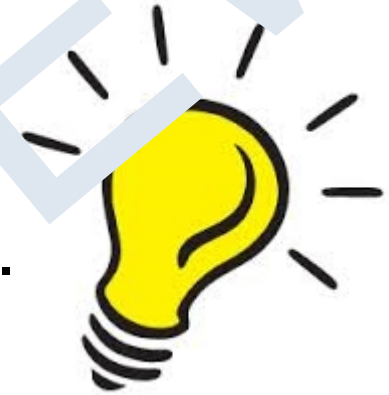


**With  
Activities**

# The Function of Thumbnails

## Thumbnail Sketches are . . .

- Ideas & Brainstorming!  
They are sketched on paper.
  - Helps to formulate a layout
- Serves as a type of Short-hand for Artists.
  - Drawn quickly with no details



# Thumbnails are Important

## *To Help Customers Visualize*

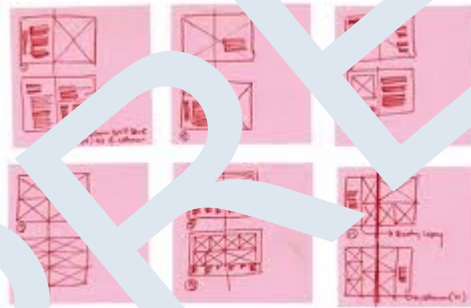
- Thumbnails save time and money. Clients like to see what their product might look like before committing to purchase. This helps reduce costly errors.
- Presenting several ideas to a client helps set their expectation for the final product.



# Thumbnails are Important

## *Thumbnails Communicate Visually*

- Thumbnails can be made alongside a customer as they describe their needs. In this way a client can visualize their final product better.

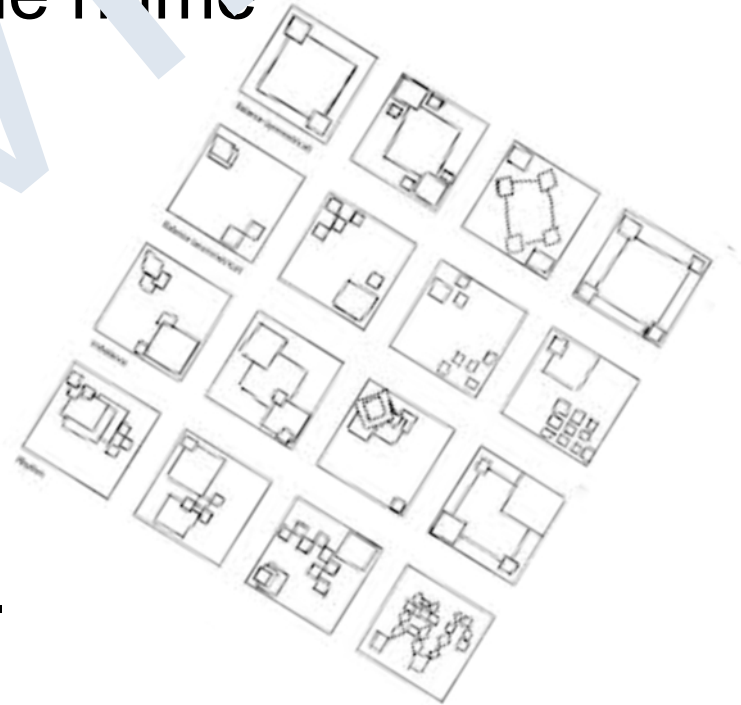


All finished products start with a concept.  
Thumbnails help set the intention of the final piece.

# How to Make a Thumbnail

## *In Scale & Size*

- Thumbnails are drawn small in size. Sketches are about one quarter of the actual size. Thus the name **thumbnail sketches**.
- Thumbnails are simple sketches in pencil, or pen, on paper. They are typically not created on a computer.



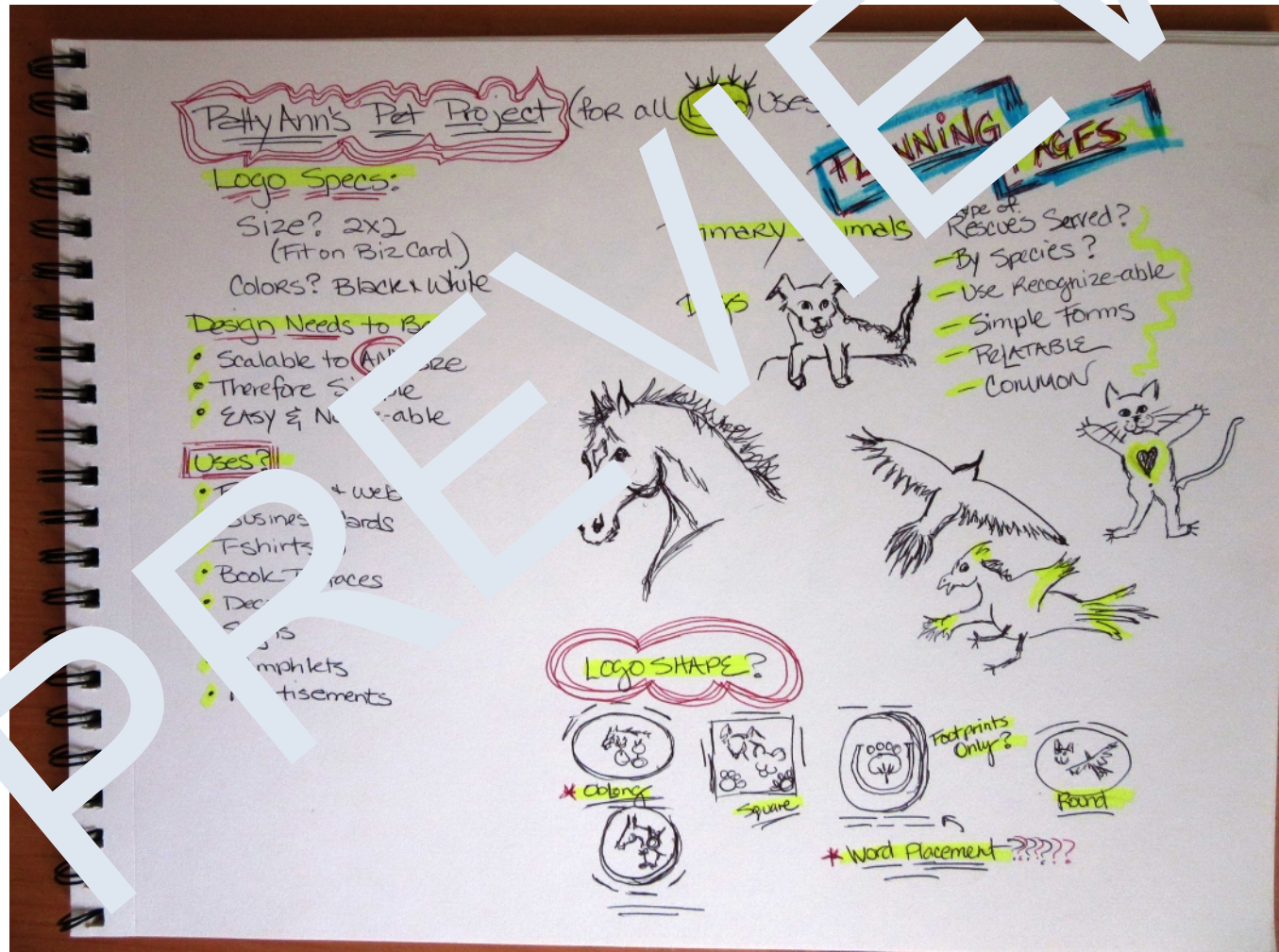
# Thumbnail Sketches

*Are Handy for Sketching Any Idea*



# Thumbnail Sketches

## Working a Concept from Beginning to Completion: Planning Patty Ann's Pet Project LOGO



# Thumbnail Sketches

## *Activity 1 ~ Ideas for Design*



BUSINESS CARD THUMBNAIL CONCEPTS





# Thumbnail Sketches

## *Activity 2 ~ Finished Product Ideas*



# Thumbnail Sketches

## *Activity 3 ~ Variations on the Redesign a Famous Logo!*

- Have each student pick their own famous logo to create thumbnail ideas.
- Have student groups of 3 pick out ONE logo. As a group project have students collaborate on their BEST group logo thumbnail redesign. Students will present their thumbnail to the class and explain their redesign and decision making process.
- Teacher selects a famous logo(s). Posts it on the overhead. Ask each student to do a quick 1-minute thumbnail on the whiteboard. Discuss design ideas. Give creative praise to all!

**Thank You!**

*For Previewing*  
**THUMBNAIL  
SKETCHES**



**And, Thank YOU**  
**for Supporting**

