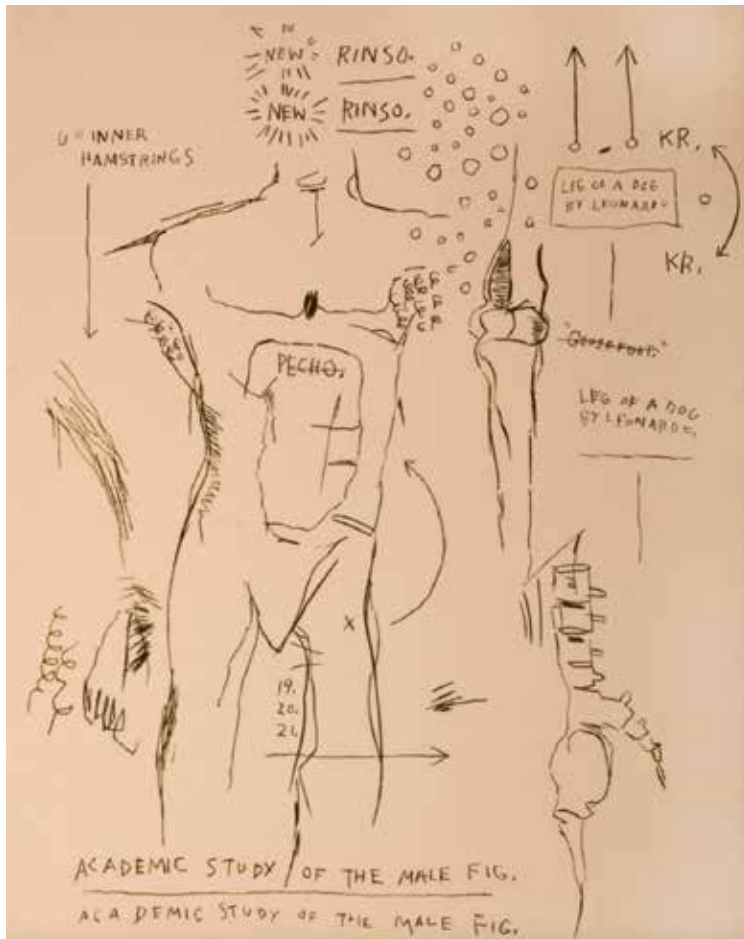


# Studio Saturdays: Logo Mind Maps



Museum Purchase from the Michel Roux Acquisitions Fund,  
2007.14

## *Academic Study of the Male Figure* Jean-Michel Basquiat (American, 1960-1988)

1983

Brown screenprint on Okiwara paper

31 1/4 x 39 3/4 in.

## MATERIALS

2 Pieces of Paper

Pencil

Colored Pencils

Jean-Michel Basquiat was an American artist of Haitian and Puerto Rican descent born in New York City in 1960. Basquiat became a world-famous artist when he was only in his twenties, but his interest in art began as a child. When he was young, Basquiat got in a car accident and had to go to the hospital. His mother gave him an anatomy textbook to read while he was healing. **Anatomy** is the study and science of the body's different parts, like bones, muscles, and organs. This artwork, titled Academic Study of the Male Figure, is inspired by the study of anatomy. For example, on the right, Basquiat drew a skeleton knee from a human, and the tail bone and back leg of a dog skeleton below.

We can also see in Academic Study of the Male Figure Basquiat's mind-map style of drawing. In many of his artworks, he has several seemingly random words, numbers, and phrases, with arrows between them connecting the ideas together. A **mind-map** is a word drawing you can make to help you plan something out, brainstorm a new idea, or find new connections between ideas you already have. Basquiat's mind maps show the inner workings of his mind as he worked on his artworks or explain the ideas that inspired them.

Although they aren't present in this artwork, Basquiat would often use a crown drawing or the word SAMO to represent himself and sign his artworks with rather than writing his name on them. As a teenager, Basquiat sprayed graffiti on buildings with his friend Al Diaz. They created the logo SAMO, based off a cartoon character they had come up with. A **logo** is an image, either made up of letters or a picture, that is used by companies to identify themselves. An example is Target's red target logo, or McDonald's yellow M. Although Basquiat started using SAMO as a graffiti tag, or signature, he brought the logo into his art once he began creating drawings and paintings for galleries.

**For today's activity, you'll be creating a mind map to brainstorm a logo of your own, that represents you. Think about things you like; what are some common ideas or images among them? Does one word or shape stand out? What colors do you feel represent you or this idea? You can use your logo as a signature for your art, put it on a shirt, or just doodle it on your papers, but however you use it, people will know it's you when they see it!**

## THINK LIKE AN ARTIST

1. Think of or look up some logos of different companies or people. What do the image and colors they use say about them?
2. What objects or ideas are unique to you that you can use in your design?

# INSTRUCTIONS

- 1) To start your mind map, write your name in the center of the page and circle it. You are the center of your map! Next, write down things you like, and circle each one, adding a line connecting them all to your name. For example, my name is Allana and the things I chose are my favorite animal cats, my favorite holiday Halloween, and my favorite subject art!
- 2) Now that you have the core of your map, continue to connect words and ideas to what you have. You can make as many bubbles and connections as you want. To add more pizzazz to your mind map, you can add in drawings next to your bubbles, or color them in.
- 3) Once you feel like your mind map is complete, look for themes in what you've written. Do you have any repeating words or ideas? Do any words or colors you wrote stick out to you? Which ideas do you think you can combine to make a cool image? These are what you'll use for your logo.
- 4) Now, using your words, ideas, and colors, you can draw out a few thumbnail sketches. Thumbnail sketches are small, quickly done sketches that artists make to help them flesh out an idea. Also, think about adding in your name or initials to your logo to make it even more your own!
- 6) Now that you have some sketched out ideas, pick your favorite and make it a fully completed and colored drawing.
- 7) And you're done! Now you have your own unique logo to put on anything you want, and let people know—you were here! Try this activity out with a friend or family member and see how your unique personalities show within your logo!