Logo Sketching Scales

1				
Choose a word to inspire sketching.		Write a succinct design rational for the word chosen.		
2 COMPOSITIONAL VARIANCE				
COMI OSTITONAL VARIANCE				
2				
SIMPLISTIC				→ REALISTIC
3 LITERAL ← ABSTRACT				
				Asentaei
4				
	TER FORMS/MONOGRAM	PICTORAL MARK	ABSTRACT MARK	EMBLEM