Conference or Workshop Item

Title: Marks, signs & images

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Version: Presented version

http://NECTAR.northampton.ac.uk/6060/
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Marks, signs & images
The emergence of the primitive mark
A powerful visual language
The impact of signs, symbols and marks within societies and cultures
Brand values:

- Ownership
- Allegiance
- Protection
- Belief
- Information
- Promotion
What does this mean for the 21st Century?
BLACKSPOT SNEAKER

- 100% Organic Hemp
- Portuguese Union Shop
- Vegetarian Leather
- Hand-Drawn Anti-Logo
- 1 Share = 1 Vote in the Blackspot Anticorporation
- Design: John Fluevog
- Hand Drawn Toe Tip (for kicking corporate ass)
Thank you for listening
Questions?