



YEAR 11 GRAPHICS INTO YR 12

# TRANSITION PROJECT: Yr 11 into Yr 12

## The London Underground Roundel



“The London Underground logo is one of the most recognised and imitated logos in the world”.

# The London Underground Roundel

## A BRIEF HISTORY:

**1908**

The very first roundel starts life as a platform nameboard at St James's Park station. Originally known as the *bar and circle*, the red, glassy, enamel disc with the blue horizontal bar was designed to make station names stand out against the adverts and billboards on platform walls.

**1911/1912**

The new logo begins to appear on map covers, station exteriors, posters and other publicity. There aren't any guidelines at this point so artists use the *bar and circle* freely and imaginatively in their work.

**1913**

Publicity manager **Frank Pick** commissions typographer **Edward Johnston** to design a company typeface.

**1916/1917**

The new typeface is put on the *bar and circle* and is registered as a trademark in 1917. Between 1920 and 1933, Johnston designs several different versions of the *bar and circle* symbol for the different divisions of the Underground Group in an attempt to create a unified identity for both rail and road services.



ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



## PROJECT DETAILS:

To develop your independent learning skills you have been given the challenge of creating your own book based upon the London Roundel.

Your book should contain research information, analysis and your own artwork ideas based on the Roundel.

You should use a range of media and materials, scrap materials and objects found around the house can be used, even food...try to be as inventive and creative as possible!

You should aim to create individual pages and bind them together to form a unique book.

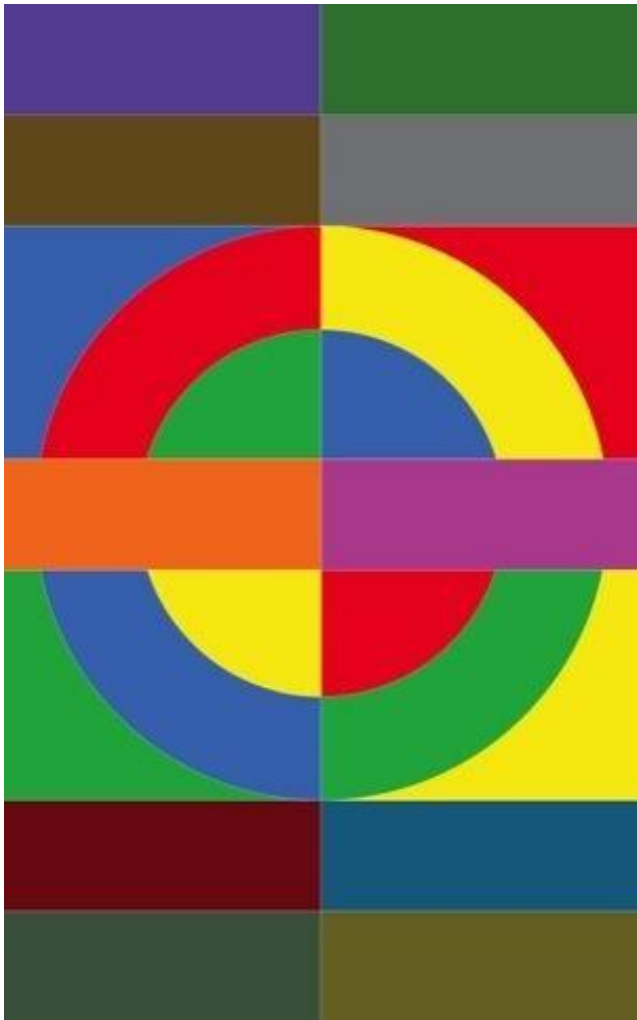


The project was originally devised by Transport for London in 2008 to celebrate 100 years of the logo/Roundel associated with the London Underground.

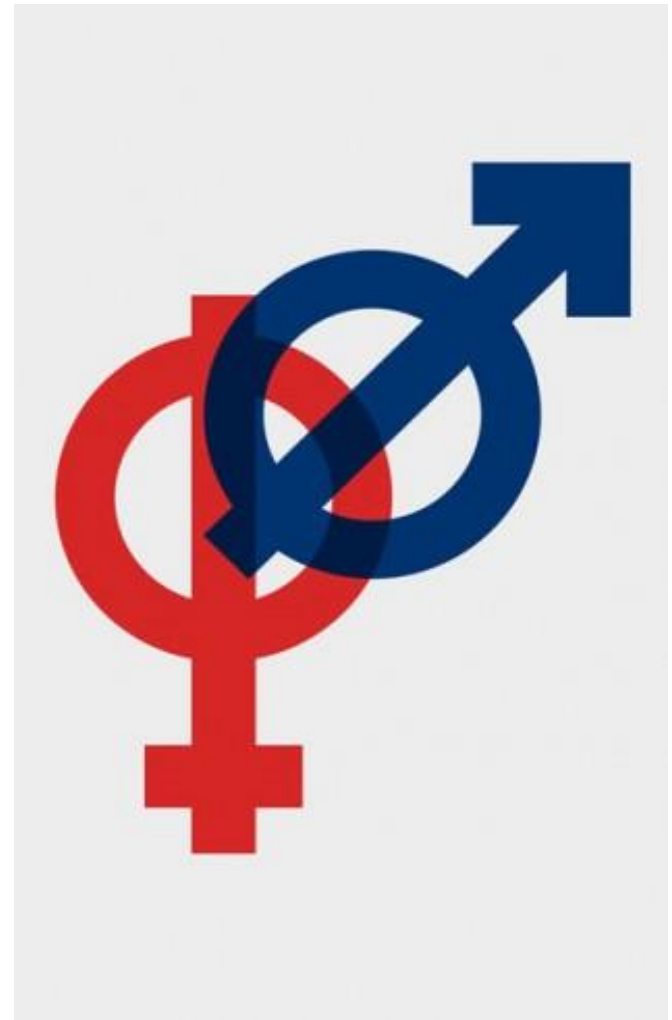
100 Artists and designers were invited to create artwork inspired by the logo, their work ranged from digital pieces, patterns, drawings, collages and photographic images.



Here are a few examples from the project:



Peter Blake



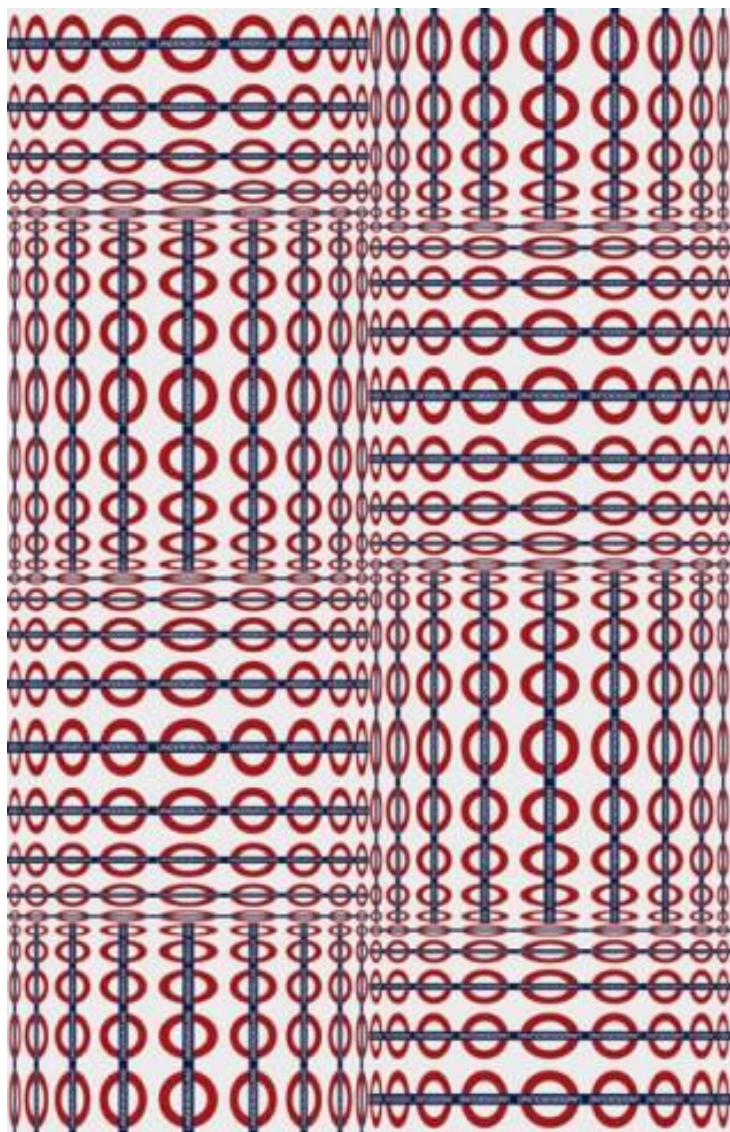
Mark Titchner



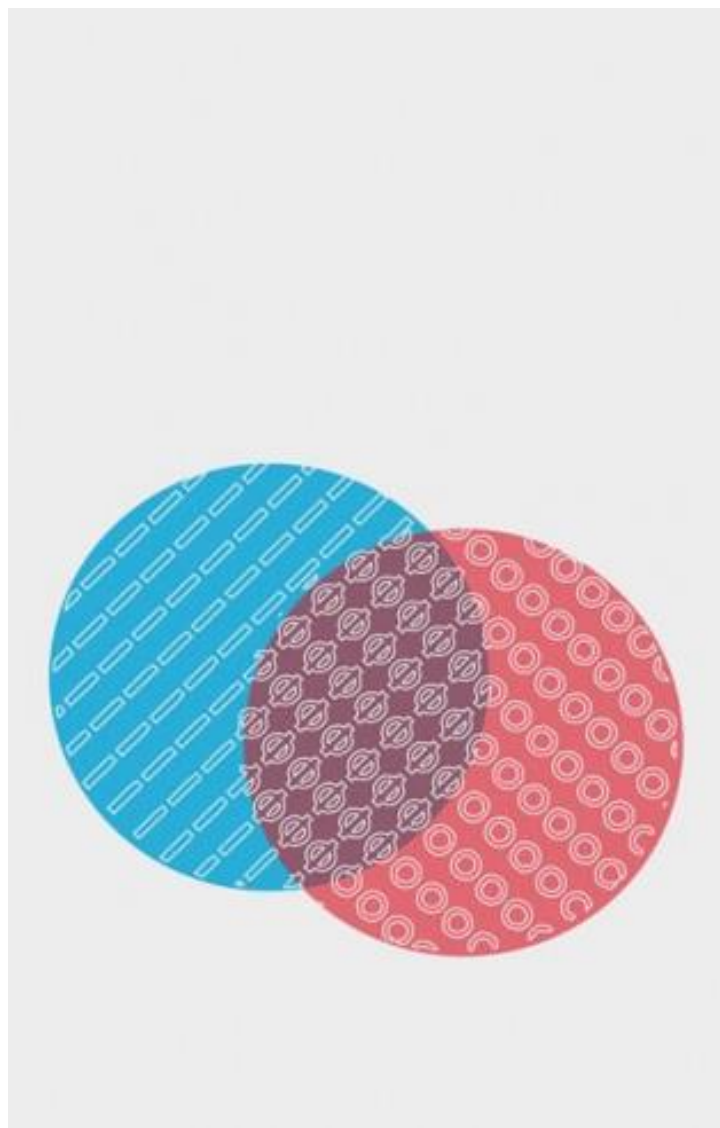
James Ireland



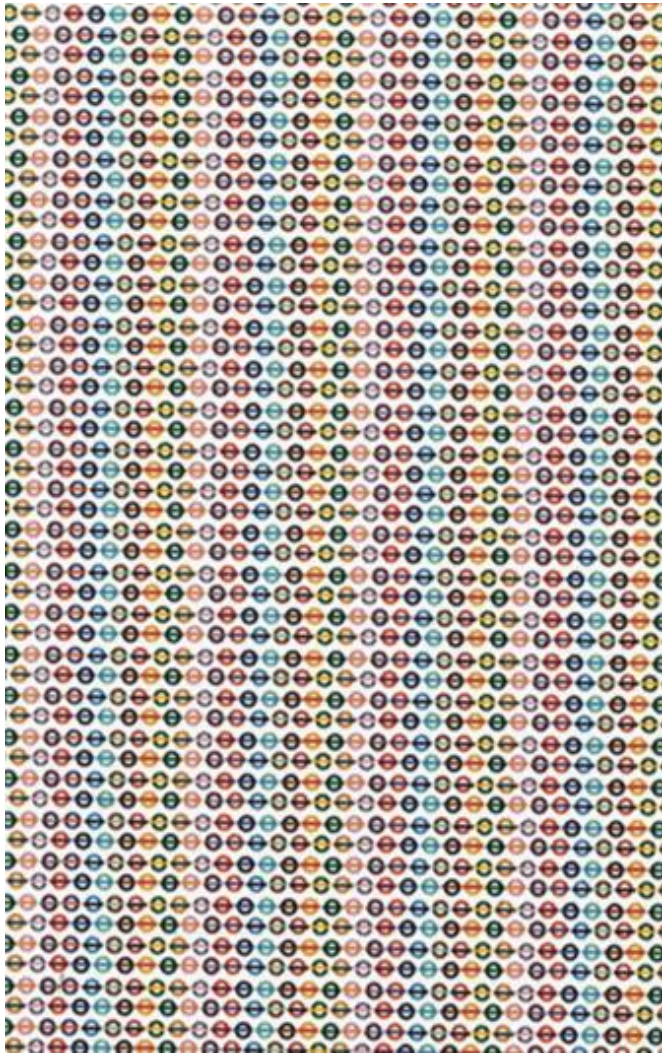
Torsten Lauschmann  
- Balaclava and Sweatband



Jim Isermann



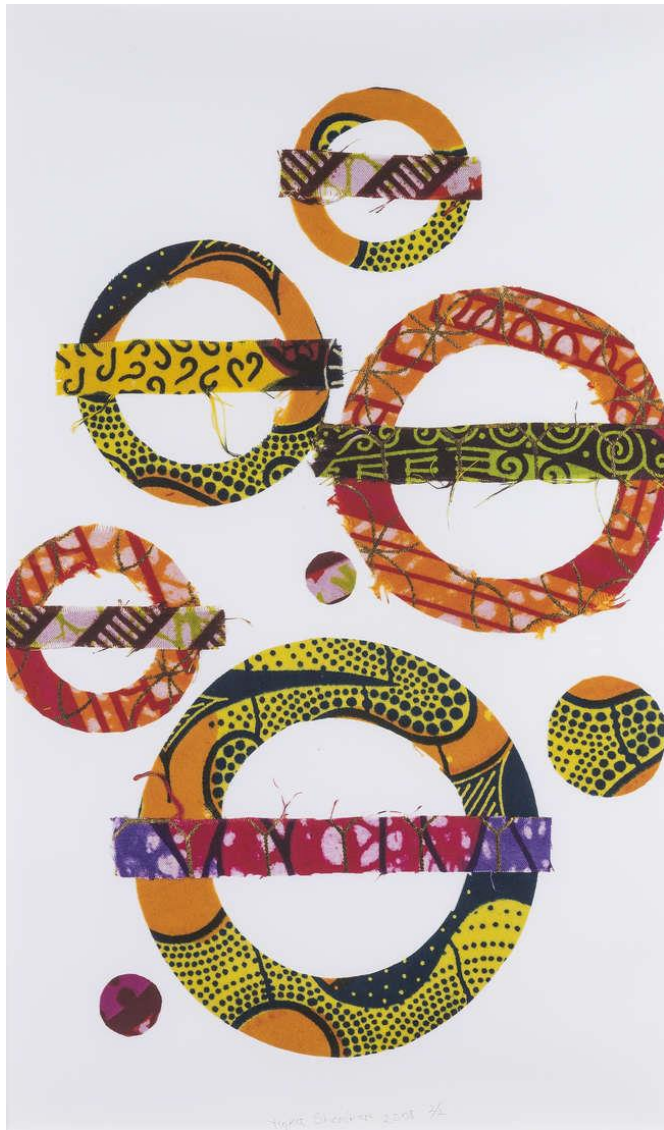
Henry Coleman - Venn roundel



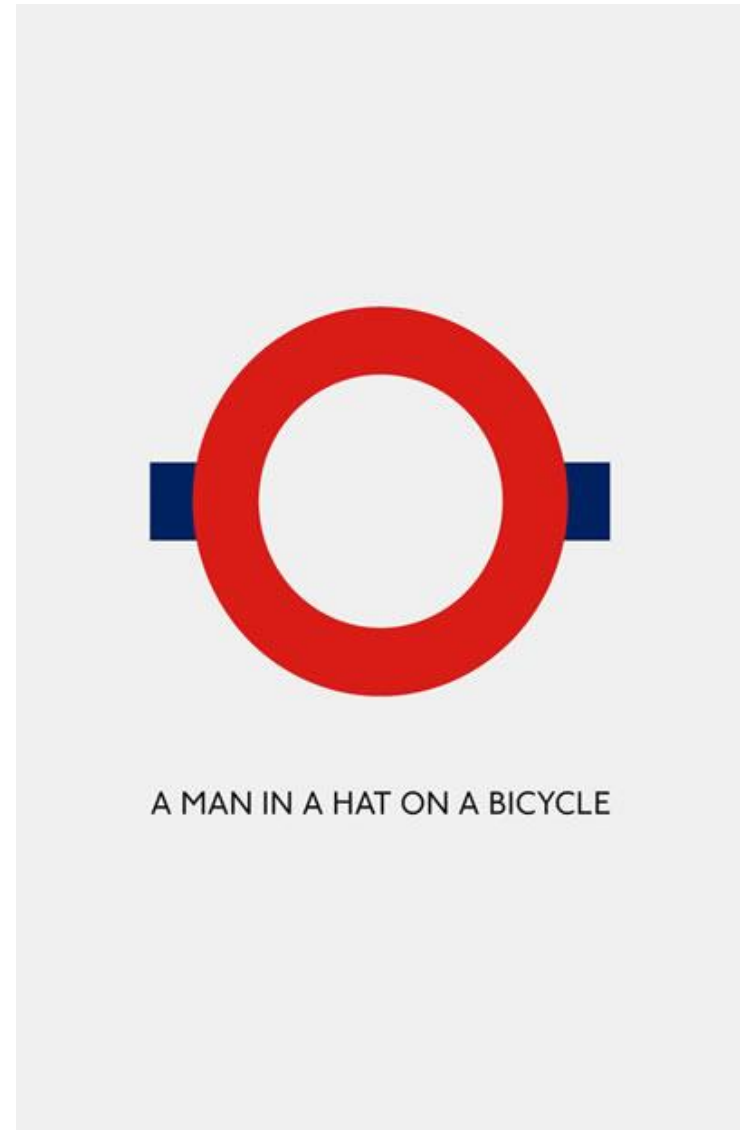
Polly Apfelbaum  
- Rainbow Roundels



Des Hughes  
- The Collector



Yinka Shonibare



The Hut Project

## ESSENTIAL ONLINE READING:

Information and details about the project and exhibition plus more examples of artists work can be found at:

<http://art.tfl.gov.uk/wp-content/uploads/2015/02/aotu100-yearslearning-guide.pdf>

This site also contains some ideas for making your own roundels. This may help you with your task of creating a variety of designs.

**Edward Johnston**

<https://www.ltmuseum.co.uk/collections/projects-partnerships/edwardjohnston>





## YOUR BOOK SHOULD HAVE 3 SECTIONS:

1. **An introduction** about the roundel containing contextual and historical information. *(500 -750 words)*
2. **A review** of the TFL exhibition (see online resource). In addition you should select at least 2 two artists who took part in the original project in 2008 and analyse their responses in more detail.
3. At least **20 different roundel designs, each on a separate page**, here you should vary the media and materials used as shown in the examples by the artists involved in the original exhibition.
4. **A webography.**

## WEBOGRAPHY:

You should record any reference sources where you have gained information and list them in a webography, this is essential practice for your A level studies.

e.g

WEBOGRAPHY:

<https://www.creativereview.co.uk/london-underground-logo-edward-johnston/>

<https://tfl.gov.uk/info-for/media/press-releases/2019/june/tfl-celebrates-diversity-with-new-roundels-for-pride>

<http://art.tfl.gov.uk/wp-content/uploads/2015/02/aotu100-yearslearning-guide.pdf>

<https://www.theguardian.com/artanddesign/2016/mar/10/edward-johnston-london-underground-typeface-100-years-ditchling-sussex-eric-gill>



You may consider designing roundels to celebrate/commemorate special events. Here are a few examples:



Remembrance Day  
Roundels 2018





Gay Pride Roundel 2019



Brent Borough of Culture Roundel 2020

# Creating your book/ assembling your pages.

- To make your book you must ensure that all of your artwork/pages are the same size, then you could consider some simple binding techniques.
- To make it a bit different consider a non-standard size that can be cut down from A4 paper, even A4 square is more interesting than A4!! (210mm x 210mm)
- There are lots of YouTube videos showing simple binding techniques and I like the site aimed at children using everyday items such as clips, tape and split rings to bind your pages together.
- <https://babbledabbledo.com/design-for-kids-recycled-handmade-journals/>



Or themes.....



Tube Map Roundels – cultural food