

## 5.3 DESIGN YOUR OWN COLUMN HEAD

**DIRECTIONS:** Column logos are a way to label special writers. Such logos are usually reserved for writers whose columns are subjective, opinionated or humorous — and whose columns hopefully become a regular reader habit. The column logo should include the writer's name, likeness and a title for the column. Using the identity you created when designing your nameplate, design a column head for your own column.



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Photography  
**PATRICIA CLARKE**



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