



PROGRESS OUTCOME 3

Designing a logo and business card

Annotation

Aria uses an iterative process and demonstrates that she is able to:

- select appropriate software for each stage in the development process
- successfully combine digital content to create a final outcome
- apply design elements to enhance the readability and usability of the final outcome
- apply different colour modes and resolution to an image and explain their impact on the quality or usability of the final outcome
- apply efficient file management procedures
- differentiate between linked and embedded content and select the appropriate mode for her outcome.

Background

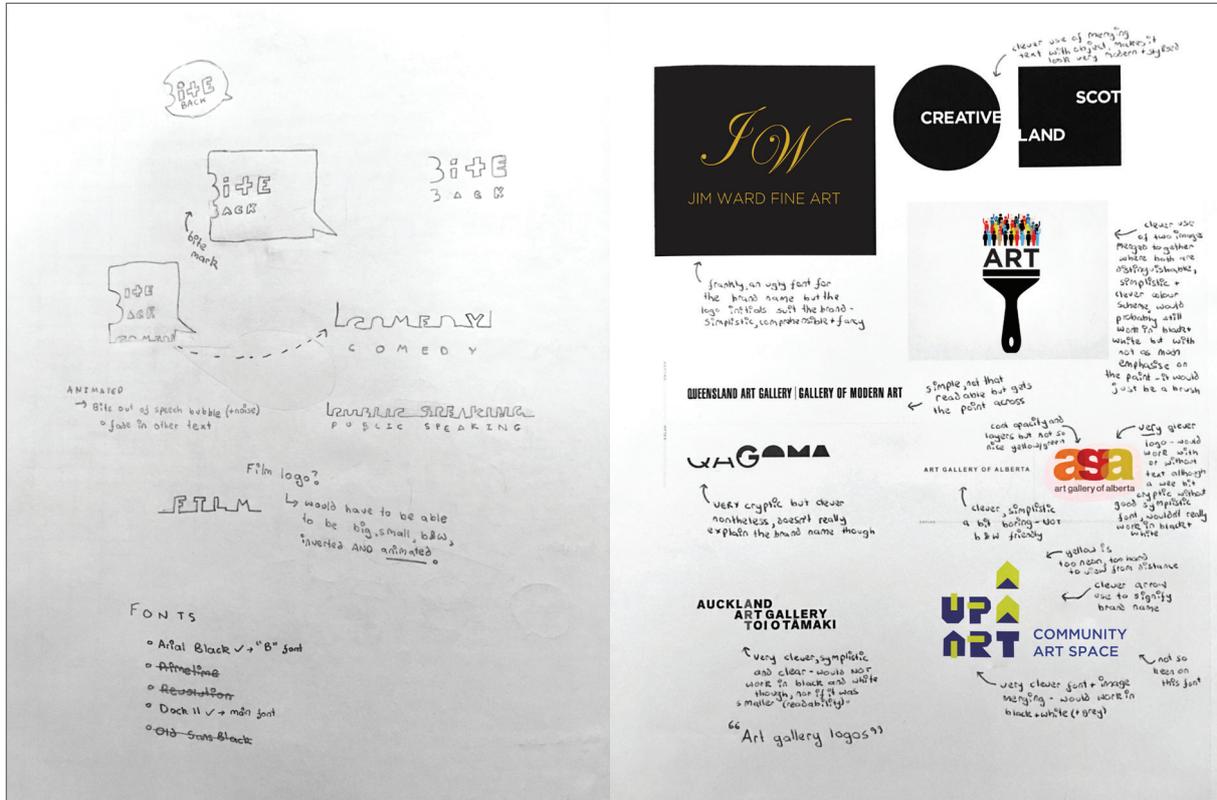
The class has learned how to use vector image creation software and layout software. They have looked at case studies in logo development and considered ethical issues in logo design. They have also explored the key principles of what makes an effective logo and researched and evaluated logos with reference to these principles.

Task

The students are given a brief to create a business name based on their own areas of interest and to design and develop a logo and business card for the business. They are asked to record their development process in a digital format (for example, audio recording, screen capture or text and images).

Student response

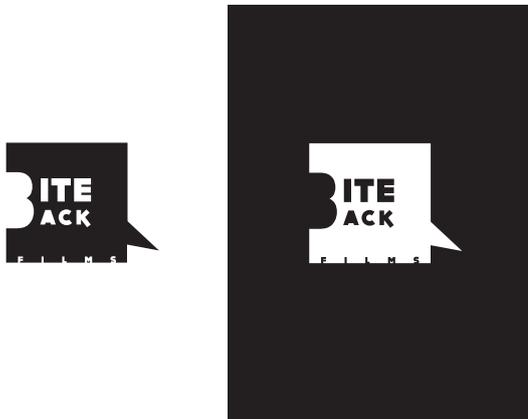
The following pages are from Aria's portfolio, which includes her sketchbook and digital submissions of her work.



Using my analysis of other logos, I was able to come up with some ideas for my logo. My analysis told me what worked and did not work for different companies, what graphics to use and the different ways to use text and images.

I came up with the idea of cutting text from an object or image to create contrast. I also wanted to use a cool font which would be the focal point of my logo.

I had to think about the readability of the text – for example, the word ‘films’ – the word needed to stand out. My friends also helped me come up with a business name. I found it hard to think of a good name and we brainstormed together to find the best one.



This is an example of how I tested the colours – you can see I tried the reverse (white on black compared to black on white). After showing my friends my two designs, we decided the white on black gives more contrast and is more effective.

I have also used **contrast** throughout my logo design to ensure that the viewer can easily differentiate the pieces of information and images. This allows the text to stand out more vividly.

I chose to use white on black (rather than black on white) as I feel that:

- a) the images and text stand out more boldly if it is white on black, and
- b) there are so many white business cards out there (I know my Dad's department's business cards are all black text on white) – I wanted to ensure that my business card was different to all the others – that it stands out.

I also used large amounts of **blank space** on the back and front (in particular, the back) to make sure that the viewer's eyes were drawn to a particular piece of information and were not distracted by different coloured, detailed patterns.



Throughout my design, I also incorporated **Kerning**, which I used to make sure that the fonts I used were not overly squished together (the font that I chose to use as the main text for the logo, and consequently, the business card, Dock 11, was quite squished so I used kerning to spread the letters apart so that it was more easily readable).

I also made sure I had a **two font** maximum so that the final business card and logo did not look too busy, yet still showed the difference which was used to create **visual hierarchy**. My two fonts were Helvetica Light and Dock 11.

Finally, I used **leading** to make sure that similar information was grouped together and unimportant information was not unnecessarily highlighted.

I used an **image/icon** similar to that used on Google Maps (which I created myself using the pen and shape tools). I used this as it is a symbol that is well known and recognised, meaning that it would be easily seen and recognised as the location of the business.

I used clear and strong right alignment to give the viewer a line to follow to view the information.

This is further accentuated by the logo's point, which points towards the information which, again, gives a definite line that the user follows to see the information.

This visual hierarchy ensures that the most important things will be viewed first, followed by those that are slightly less important.

- Mrs Cho:** *Can you explain some of the tools you used to develop your logo?*
- Aria:** *I used the shape and pen tools to create the speech bubble and merged them into one shape using the shape modes. I used a font with a clear “B” shape (Bebas Neue) and widened it with the transform tool to make it stand out. I also used the pathfinders to correctly cut the “B” outline from the speech bubble, and I used the kerning tools to get the effect I wanted for the “films” across the bottom. Throughout, I used multiple guides to centre and align text accurately with the speech bubble.*
- Mrs Cho:** *Can you explain what file-type considerations you had to think about when you were creating your logo?*
- Aria:** *I made it a vector graphic, so that it would be scalable for various uses, such as a business card, a website or an animation. Logos need to scale easily because they can be used on a business card or a billboard. I could then export the graphic for different uses and keep it high resolution for print and lower resolution for web, to keep loading times down.*
- Mrs Cho:** *What colour mode did you use for your logo creation?*
- Aria:** *Since I was designing for print, I set up my document in CMYK mode. RGB is for images that are going to be viewed on a screen, because computer screens use red, green, and blue lights to create each pixel. Printers use cyan, magenta, yellow, and black ink to create colours. It’s important to get the colour mode correct or it will look different to what you intended.*
- Mrs Cho:** *What was the most important aspect of your file and folder management when working on your logo and business card?*
- Aria:** *It was particularly important to have good folder structure because if a link is broken in a project (for example, if I moved or deleted the logo), the program will replace the image with a low-resolution copy, and this means it will be pixilated and not at the original vector standard.*
- Mrs Cho:** *Did you link or embed your logo and other graphics when using them in your business card?*
- Aria:** *I linked the file because it was better and more efficient. I could then alter or edit the original image in Illustrator, and the changes would flow through to the linked images in the InDesign document. Whereas with embedded files, they’re not editable and don’t update efficiently. You have to copy and paste again if you don’t link the files.*

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ISBN: 978-1-77669-221-7

