

Digital Detective Logo

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The Digital Detective logo was the first logo our class created. It was definitely a good logo to start out with. The logo in parts was challenging, but not so difficult that it would be impossible to achieve. Some of the main tools we worked with were; the ellipse tool, the rectangle tool, the pen tool and the type tool. The ellipse and rectangle tools were used to make the shapes. The pen tool required you to know how to use all of its features and was used to outline the detective image. It was important to become familiar with the different options of the type tool as it was used for all the type on the logo.

These tools formed the base and the framework of the logo and are noticeable in the final result. What I enjoyed learning about was the 'not so obvious' tools that were not on the tool bar. These tools were also needed to create the logo accurately. These tools included the reflect tool, pathfinder, align, grouping and ungrouping. These tools are what I have learned from this exercise, but had overlooked previously. I found the most successful and rewarding process adding colour to the logo. For me, it makes it all come together and you start to see how the logo will be when it is finished. The logo is changed completely when colour is added and when used well it adds more to the overall design.