Module 08

"Art resides in the quality of doing, process is
not magic."

– Charles Eames

Review:
Pen & Width Tools

Draw these lines using only 2 points. Add a stroke with no fill. Use the **Width Tool** (Shift + w) to match the widths below.

Created by

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.
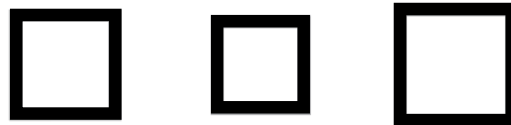
Review:
Stroke Panel

Use the Stroke Panel to complete this activity. Create strokes that match the examples in gray below.

1: Cap:

2: Align Stroke:

3: Dashed Line:

Review:
**Type on a Path,
Pathfinder Divide,
& Eyedropper**

ART RESIDES IN THE QUALITY OF DOING • PROCESS IS NOT MAGIC •
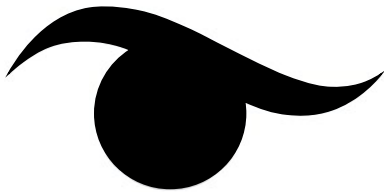
Logotype Example

QUALICY

Your Logotype

QUALICY

Use the
Pathfinder Panel

Recreate the grey example on the left using Pathfinder Panel and the shapes in the right.

Minus Front

Unite
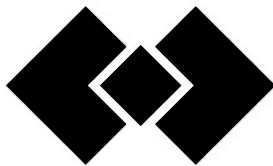
Divide

Best Compositions

1. This composition uses balance as well as emphasis by having an almost symmetric balance with the sporting equipment ofsetting each other on each side.

2. This composition uses balance as well, but also heavy emphasis on the eight to show that it is an octopus in the logo.

3. This composition is almost the same as the last one, but having the emphasis less on the text and more just on the design.

FINAL DESIGN

PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

When I need to take a break from homework my favorite thing to do is play Reptilia by The Strokes on guitar.

What is form and why is it important in making good logo design?

Form is the overall shape and structure of the design of the logo. It is the use of shapes, typography, and design principles and it is important because it will help you to have a design that is balanced, well rounded, and makes sense.

How did you choose your final colors? What do they mean?

I chose my final colors because I wanted to signify fun and friendliness, and I felt that the blue was vibrant but soft enough that it would seem calm, and the purple and lavender help to signify a sense of silly and wimsy.

What makes a logo successful?

I think that some of the things that make a logo successful are things like being clever, being simple, and being obvious enough that people can understand what the design represents.

Talk about your final logo. How successful do you think it is?

I think it is pretty successful. I remember the professor saying it was fun and clever when he first saw the octopus with a baseball for a head, so I thought it would satisfy that. I simplified the design a lot by making the tentacles less intricate, and having the baseball stitches be larger and having less of them. I also think that, with the title to help the viewer, it is obvious that it is a baseball headed octopus. Eight arms gives context to the

tentacles not just being a splat on a window or a sun, and the baseball and the word athletics help to show that it is a sporting goods store.

What did you learn about typography during this project?

I have had some experience with typography in the past, and even taken a college level typography class before transferring to this school. I don't think we went over slab serif being seperate from normal serif fonts, but I also might have just forgotten but either way I did learn more about that in this project. I still think there is more for me to learn about differences between similar fonts. For example when would I want to use Arial vs Helvetica. Not just recognizing what is different about them but being able to know what those differences are good for.

My electric guitar is currently my favorite distraction, as I've gotten back into it after not playing for a few months.

You have followed a basic design process for two projects now. What are the basic steps in a design process?

I think the basic steps in a design process involves brainstorming, drafting, reflection, improving, and finalizing. Brainstorming is getting all the ideas out there, drafting is coming up with initial sketches from the

ideas, reflection is seeing what you like and what works from the sketches and what doesn't work, improving is coming up with a new generation of ideas, and finalizing is picking the best pieces and putting them together.

What is your favorite step in the design process? Why?

I think I like improving the best, because you have an idea of what you're looking for and you get to make it into something that looks close to a final product but still having the wiggle room to work out kinks. It's like a lower pressure version of finalizing.

Which step in the design process do you struggle with the most? Why?

I think brainstorming is the toughest part of the design process for me, because I don't think of myself as very creative. It takes a lot more effort from me to think of new ideas compared to figuring out how to fix something that already exists. I also get stuck at wanting perfection and it's hard to put out ideas I don't fully love.

I think that some of the things that make a logo successful are things like being clever, being simple, and being obvious enough that people can understand what the design represents.