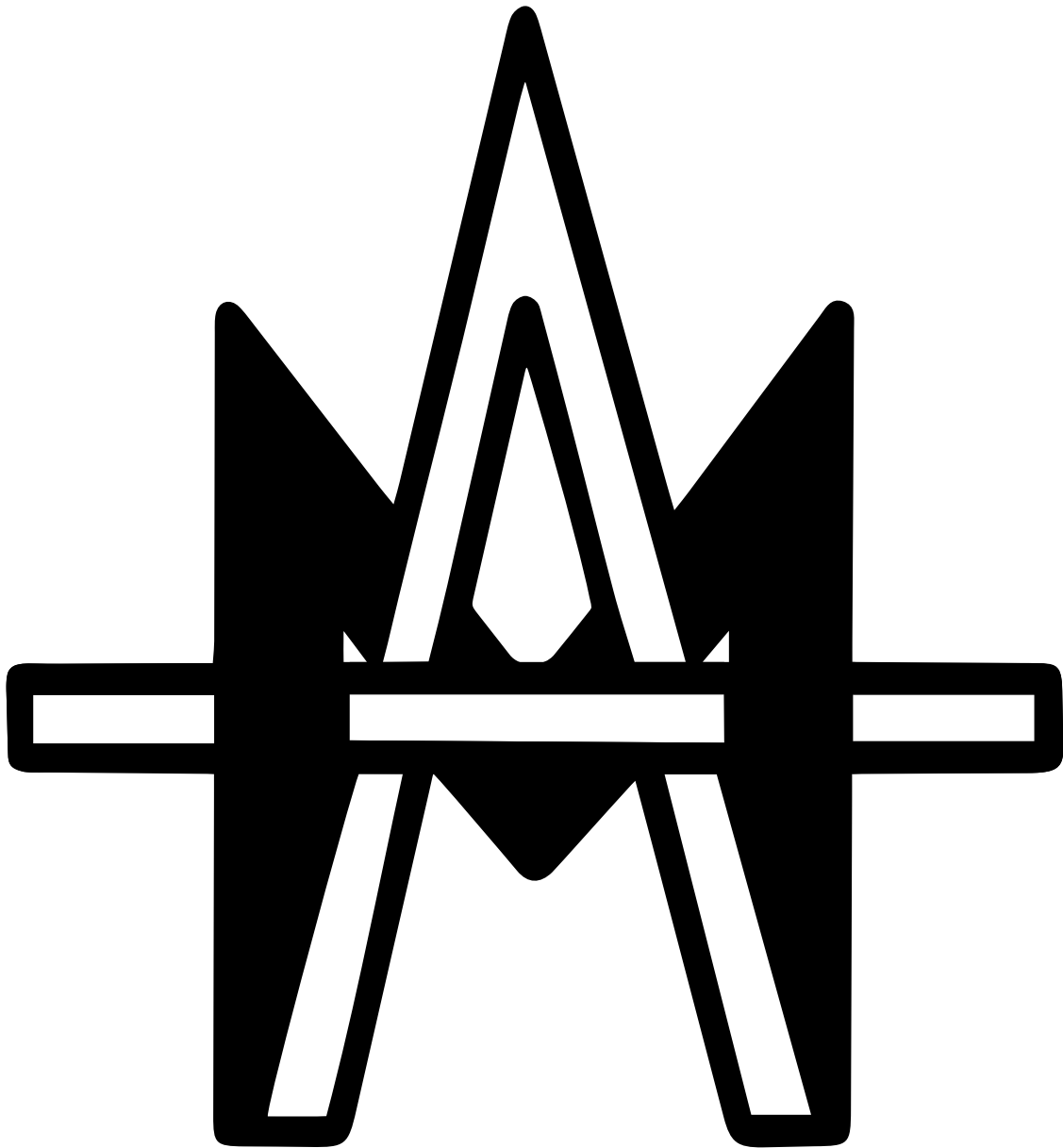# Simple| Dignified| Playful

Portfolio Identity
Mohamad Awada
000961856

M.AWADA

MOEOE

MOE

Mohamad Awada

محمد عواضة

HAMOUDY

MOE

E

MOHAMAD

MOODY

Awada Mohamad

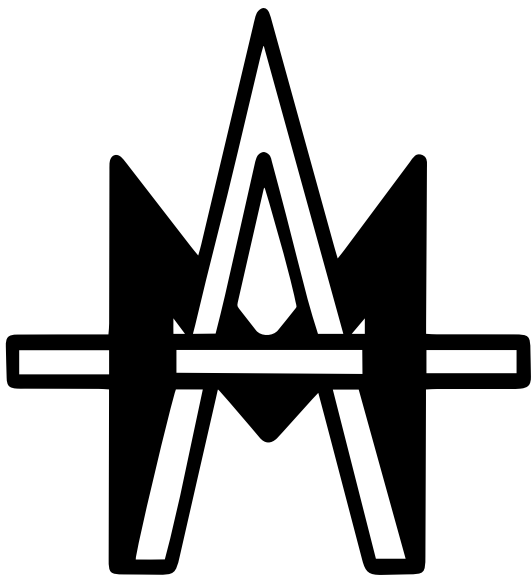M

MAWADA

A
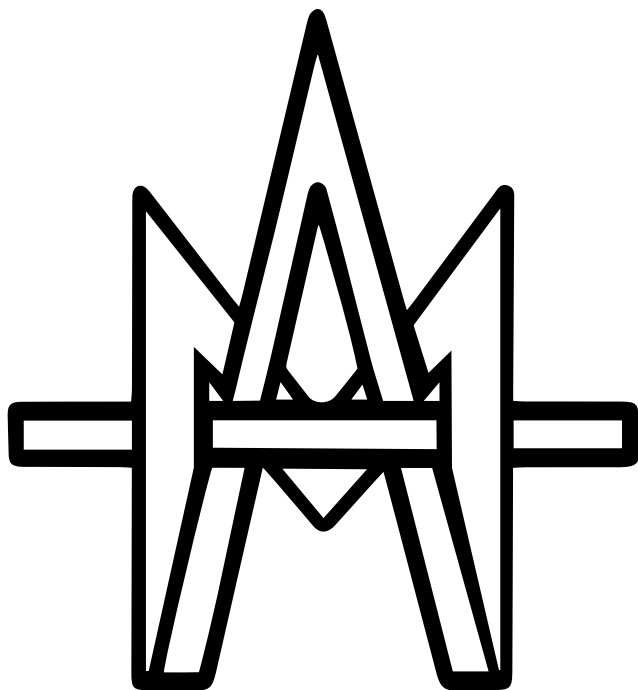
MohamadAwada

AWADA

AMOUDY H

MA

HAMOUDY.AW

Mohamad

MEO

M

AWADA

MAWADA
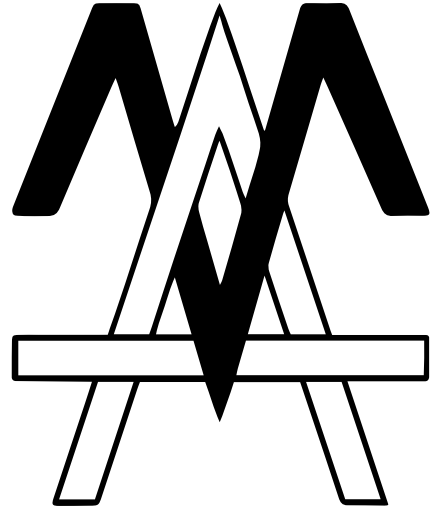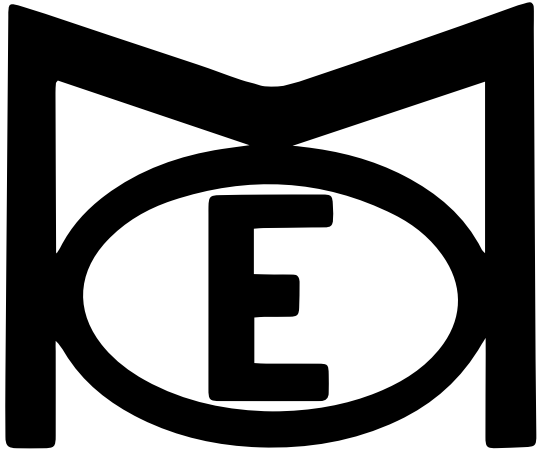
MA

Top Option Variations
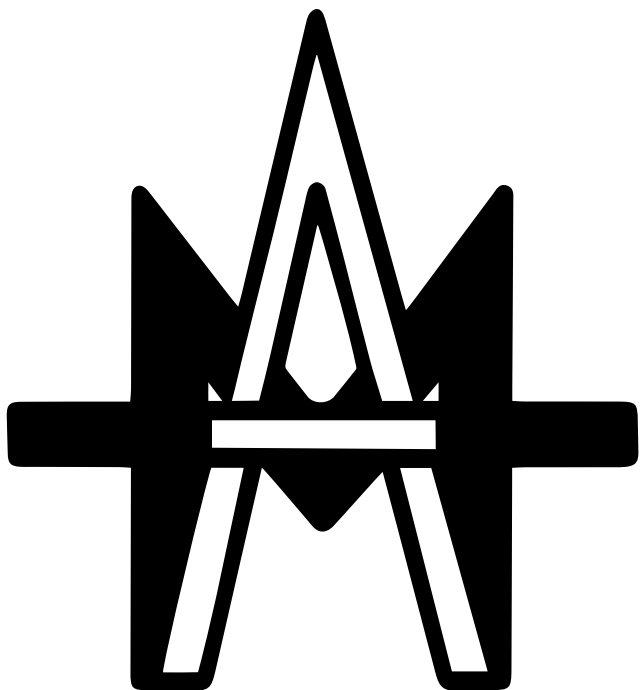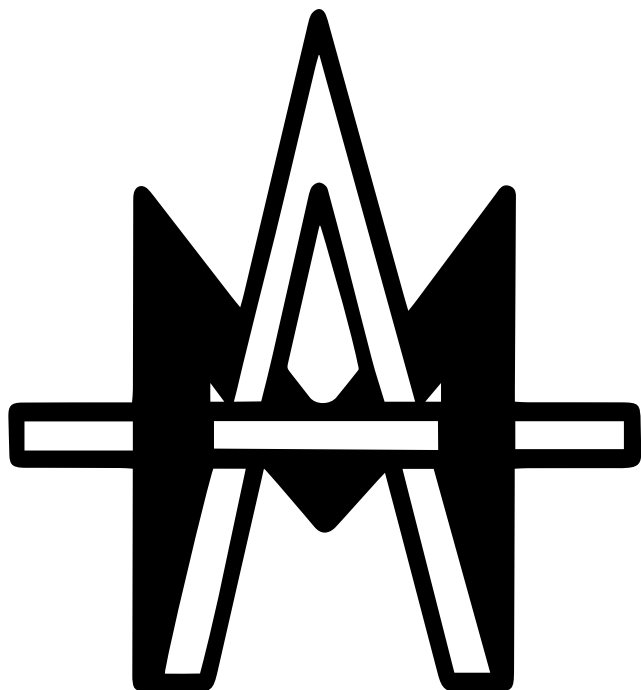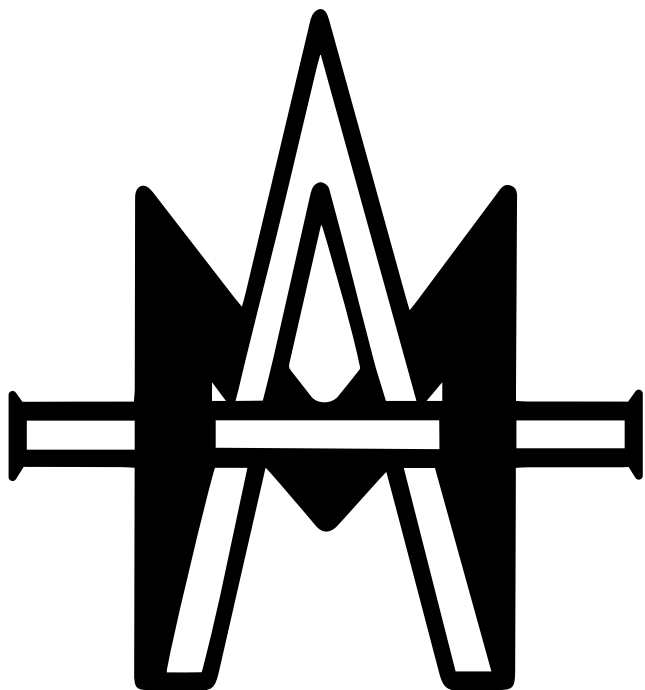
Finalized ID
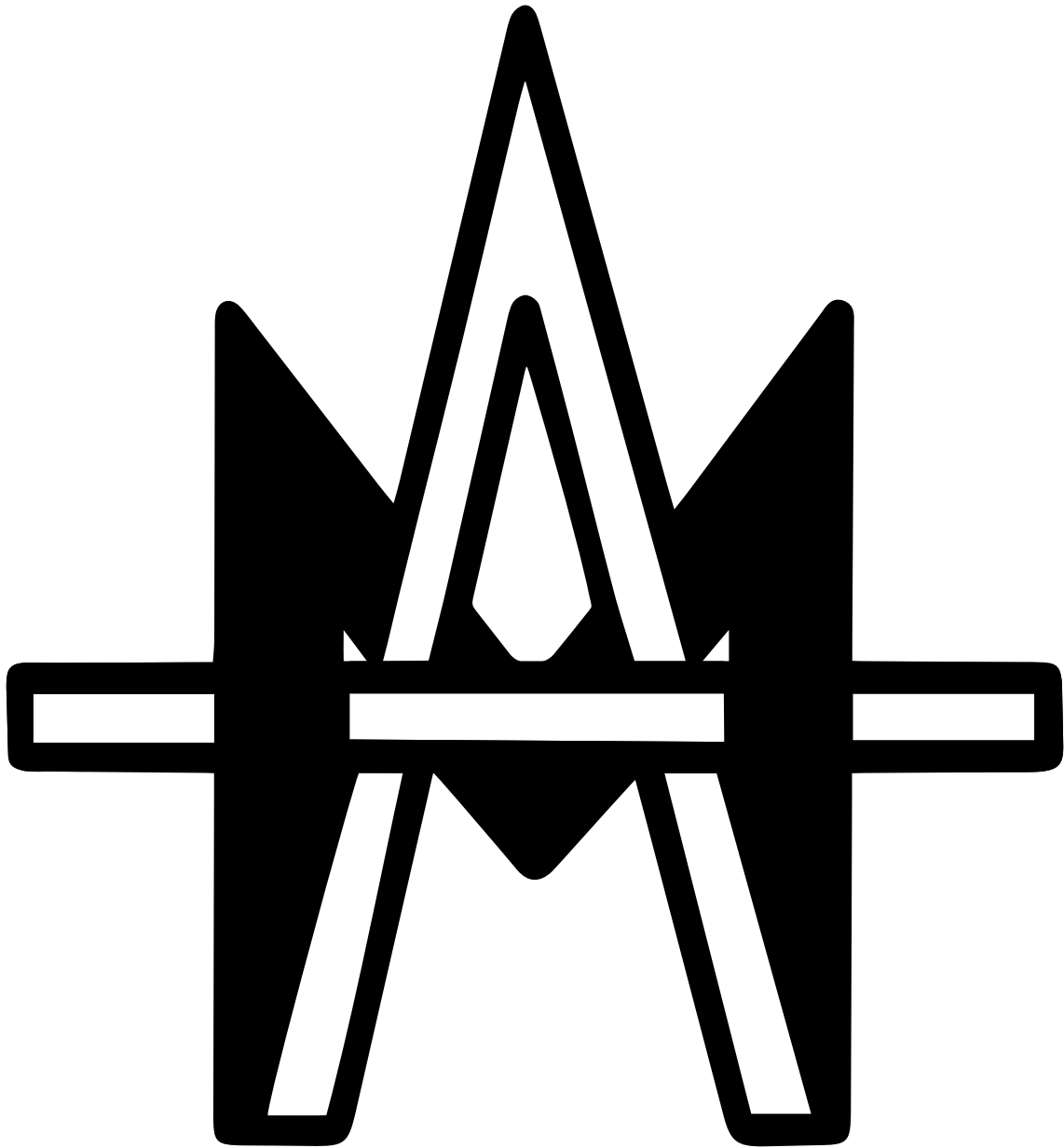
I feel very strongly that my ID provides a good idea of who I am as a person. Of course it holds my initials, M.A, but beyond that, I think the element of weaving the letters together is a metaphor that shows the grip that I have on my identity. I'm always open to explore new aspects of myself, but I'm confdent in my identity. The weight of the lines also shows a more cartoonish and playful look, as I don't like to take myself too seriously. At the same time, I think keeping it black makes it professional and respectable, and generally encapsulates me well!

ID Variations - Colors
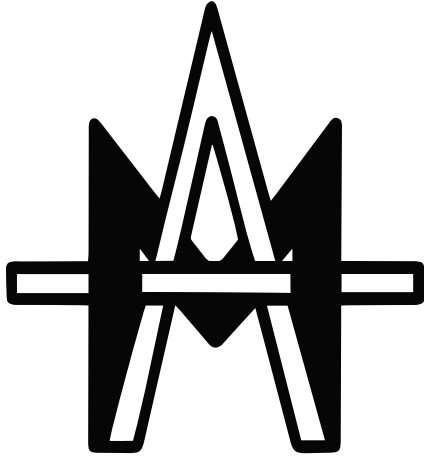
These Primary Versions of the ID are intended for use on plain white or transparent backgrounds.
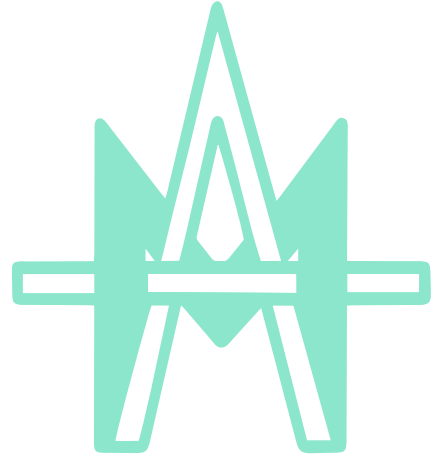
The knockout versions of the ID are intended to be used over a variety of different colored backgrounds or as icons or stickers on images and other digital forms.

"Coal Black"
CMYK: 0/0/0/97
RGB: 6/6/7
Hex: #060607

"Pearl Aqua"
CMYK: 45/10/20/0
RGB: 140/230/204
Hex: #8ce6cc

K: 0   K: 5   K: 10   K: 25   K: 50

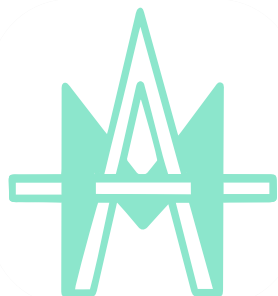*When the K value is 10 or greater, a white knockout version of the ID should be displayed on top of the background, as it provides sufficient contrast and is clearly visible. For any and all backgrounds with a K value below 10, the pearl aqua version of the ID should be used instead, as it creates a greater contrast.*

Self-Reflection

How did gathering feedback influence your decision-making process? What valuable insights or perspectives did you gain from that feedback?

Originally upon starting this assignment, I had a clear vision of what I though my ID would be. I was sure about how I wanted myself to be represented and I thought I had a pretty good understanding of which of my sketches people would like and assimilate me to. I was wrong. At first I was largely unable to accept people's opinions on which ID they thought was the most like me when it clashed with my views of myself. It was really interesting to see what qualities people see in me and how that translated to their reasoning for what they thought was most like me. I learned a decent deal about how I'm percieved and how my own conceptions of myself were partially limiting me! This assignment taught me that it's very difficult to capture the essence of a person in a single simple ID, but you can get pretty close. In the future, I'll put a greater focus on starting projects like this with a clean slate and open mind.

What new skills or techniques did you acquire? How did this assignment help you understand the importance of visual identity and design best practices?

I became much more comfortable using illustrator and most of its tools. It was a difficult learning curve for me, but I'm glad I got the experience, and I feel less hesitant to use it in the future. I learned that sometimes less is more. When it comes down to it, unless you're aiming for something ultra specific, simple and clean is usually the way to go. Clean and to the point designs are more effective than something that has to be thoroughly stared at, studied, and interpreted to be understood. A personal ID should represent that person as closely as possible, considering line weight, color, shapes and symmetry, among tons of other aspects of design.

If you were to repeat this assignment, what would you do differently?

I would definitely take some more time to reflect upon how I want to be percieved while factoring in my more memorable qualities. I would also stress less about the perfection of the design and make something that is more organically me instead of dissecting all the parts of myself and trying to piece them together to make up my ID. I would ask for feedback before refining my designs too. Overall I think I have a better understanding of how I percieve myself now, so I would have more targeted ideas. It was fun! :)