DOCUMENTATION FOR GUI412 - FORMATIVE ASSESSMENT 1

Logo Redesign and Recreation Using Adobe Illustrator

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Introduction

This project is part of the Graphical User Interface B (GUI412) module, which focuses on applying design skills to recreate three logos using Adobe Illustrator. The logos selected for this project are G2 Esports, Stella Artois, and Versace. The objective is to trace these logos manually, following the brand's color guidelines using the CMYK color model. The use of auto-tracing tools is strictly prohibited to ensure proficiency in manual design techniques.

Objectives

The primary goals of this project are:

1. To demonstrate the ability to recreate logos by using Adobe Illustrator tools manually.
2. To apply appropriate color schemes based on brand-specific CMYK color codes.
3. To document and present the design process, including screenshots of key steps, showing proficiency in Adobe Illustrator.

Tools and Resources

The following tools and resources were used to complete this project:

1. Software: Adobe Illustrator
2. Resources Provided: Logos, brand CMYK color specifications, fonts, and template.
3. Hardware: Laptop

Phases and Methodology

Phase 1 - Planning

- Objective: To set up the necessary resources and prepare for the design process.
- Tasks Completed:
    - Created color swatches for each logo according to the provided CMYK specifications.
    - Installed required fonts and reviewed assets from the template folder.
- Outcome: Prepared a working Illustrator file with the swatches and assets ready for the next phase.

Phase 2 - Designing

- Objective: To manually trace each logo's linework.
- Tasks Completed:
    - Traced the G2 Esports, Stella Artois, and Versace logos manually using the Pen and Shape tools.
    - Took screenshots during the tracing process to document key steps.
- Outcome: Accurate linework for each logo was created, with screenshots included to showcase the process.

Phase 3 - Building

- Objective: To apply colors and refine the linework based on feedback.
- Tasks Completed:
    - Refined the linework for each logo based on initial feedback.
    - Applied CMYK colors using the swatches created in Phase 1.
- Outcome: Final versions of the logos with accurate colors, ready for review.

Phase 4 - Testing

- Objective: To evaluate the logos and make final adjustments.
- Tasks Completed:
    - Conducted a final review of the logos, checking for accuracy and alignment with the brand's guidelines.
    - Compiled evidence, including Illustrator files and screenshots of the design process.
- Outcome: Final logos are ready for submission, with all evidence organized.

Phase 5 - Publishing

- Objective: To present the final version of the project.
- Tasks Completed:
    - Prepared a final presentation PDF, showcasing the three logos with screenshots and explanations of the design process.
    - Organized the project folder according to submission requirements.
- Outcome: A professionally formatted PDF document, ready for submission.

Conclusion

This project allowed me to develop a deeper understanding of logo design and Adobe Illustrator's tools. The manual tracing process, coupled with adherence to CMYK color specifications, enhanced my proficiency in graphic design software and attention to detail. The final outcome includes three accurately traced and colored logos that meet the requirements outlined in the brief.

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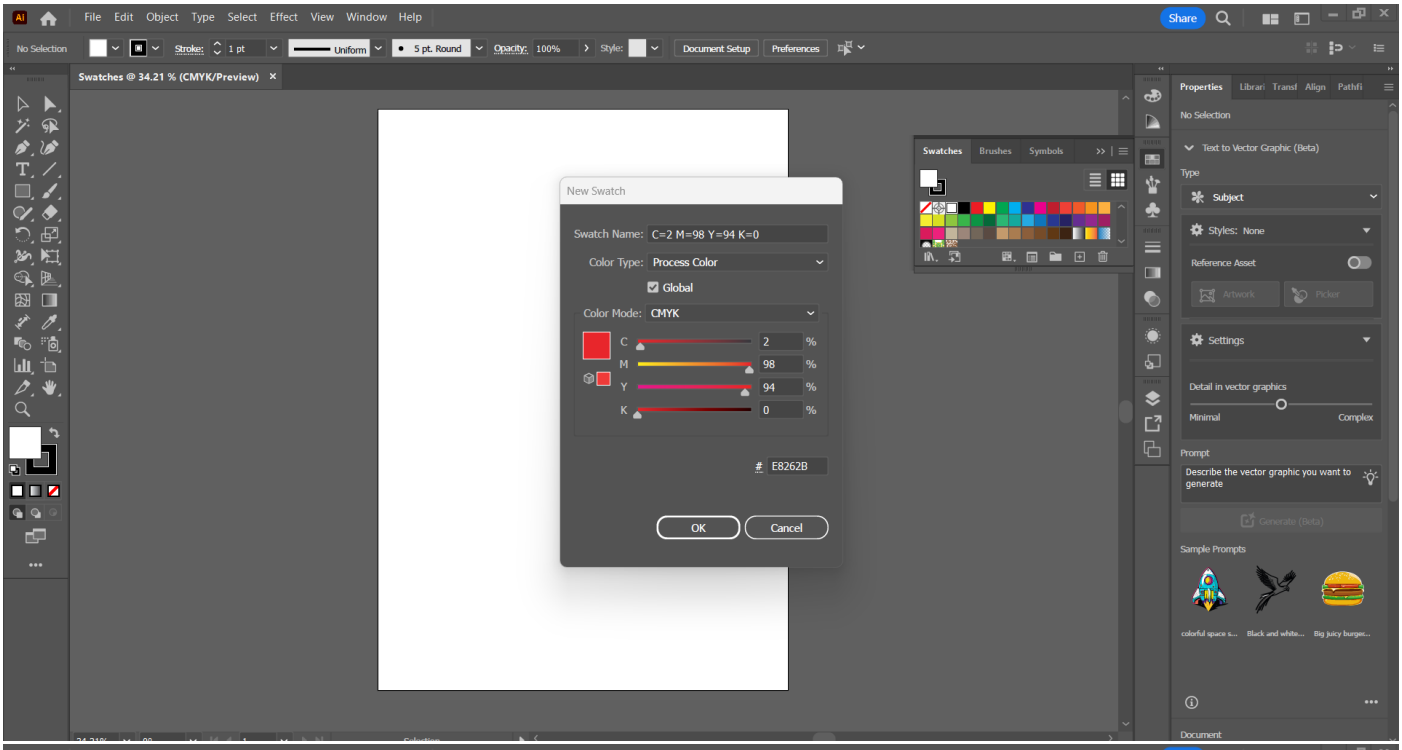
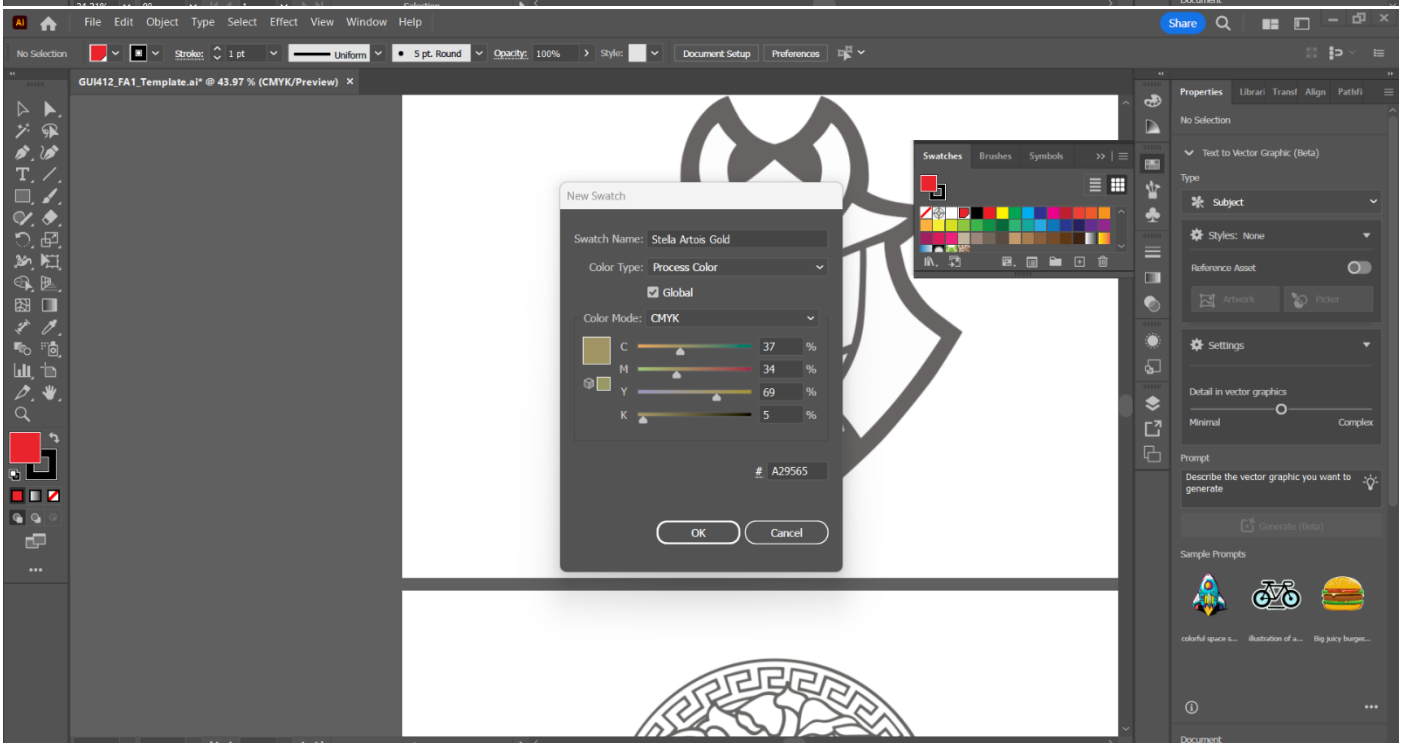
Screenshots





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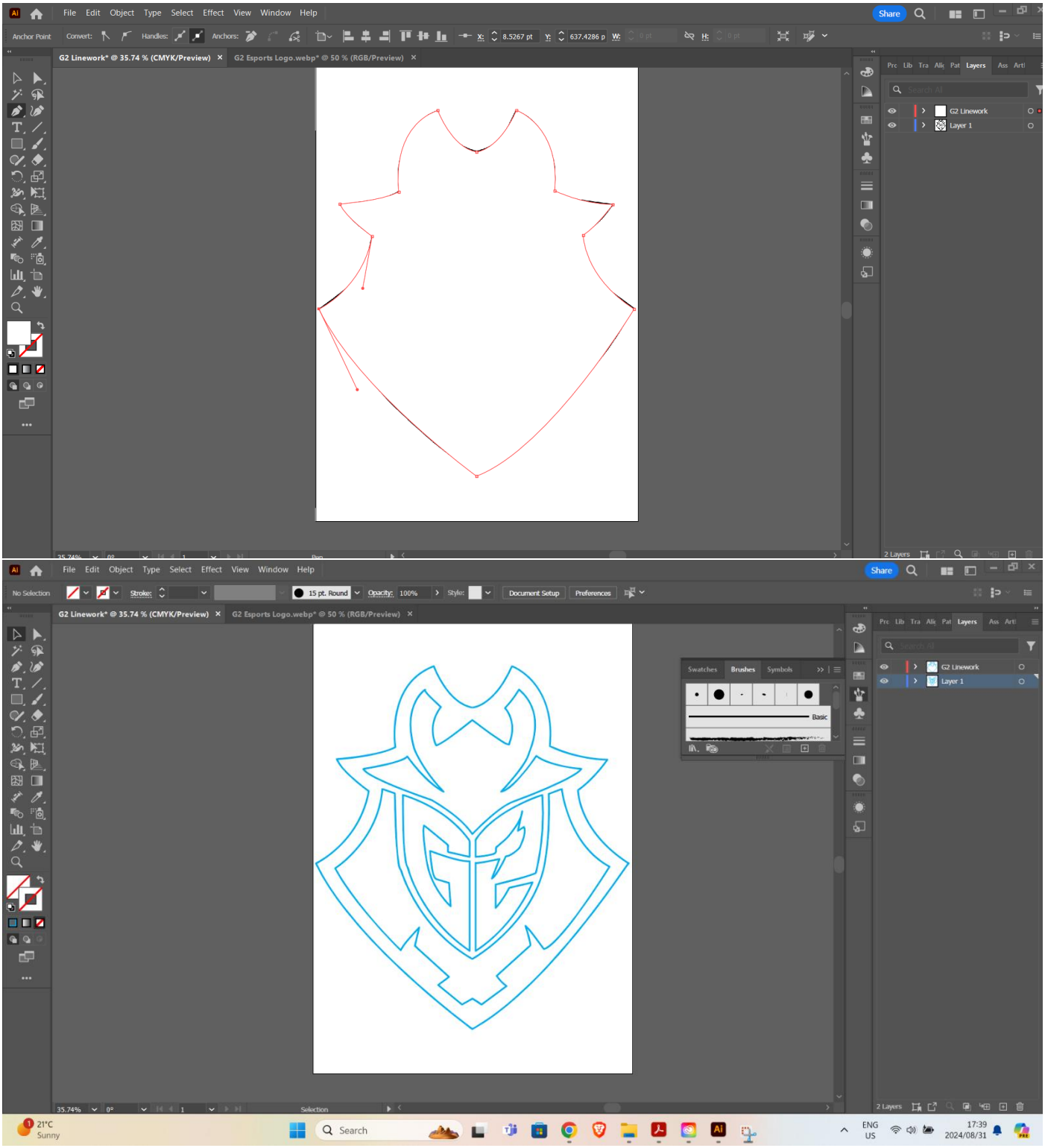

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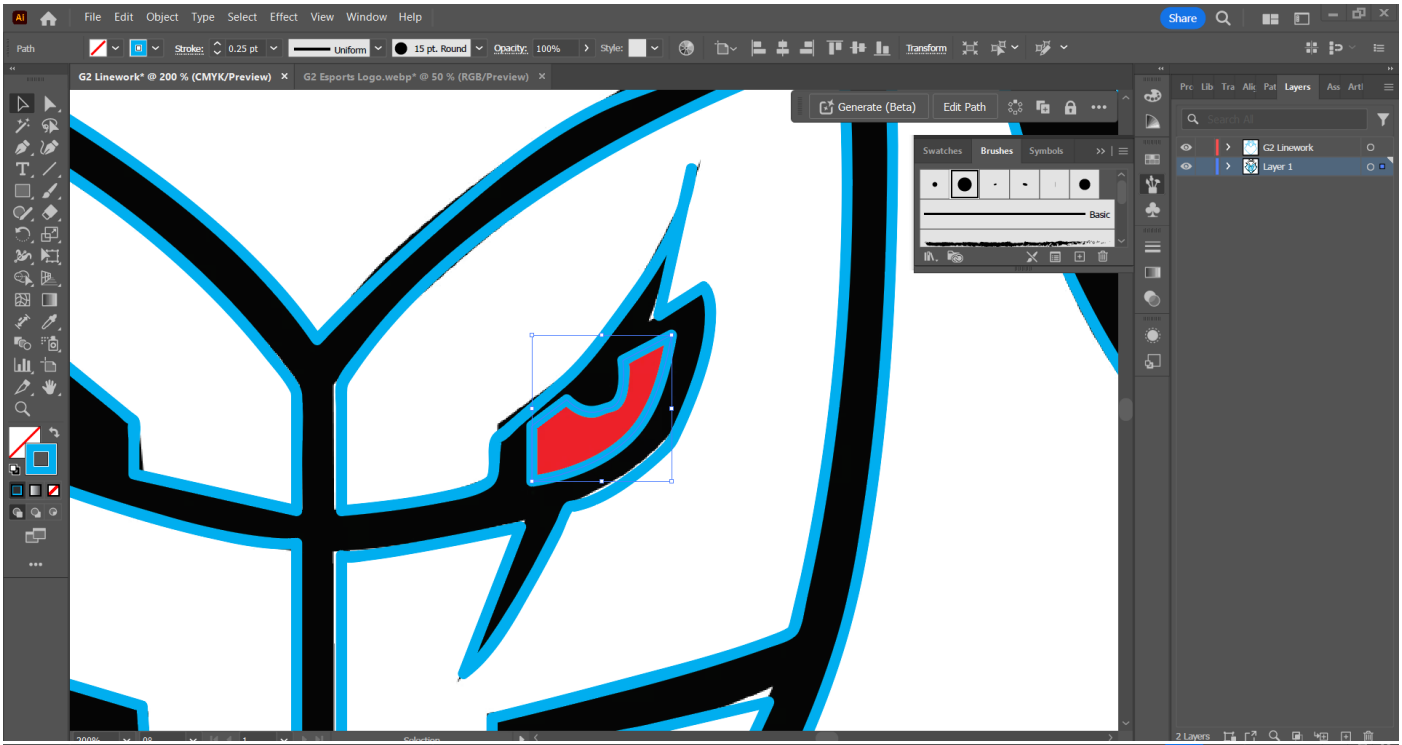

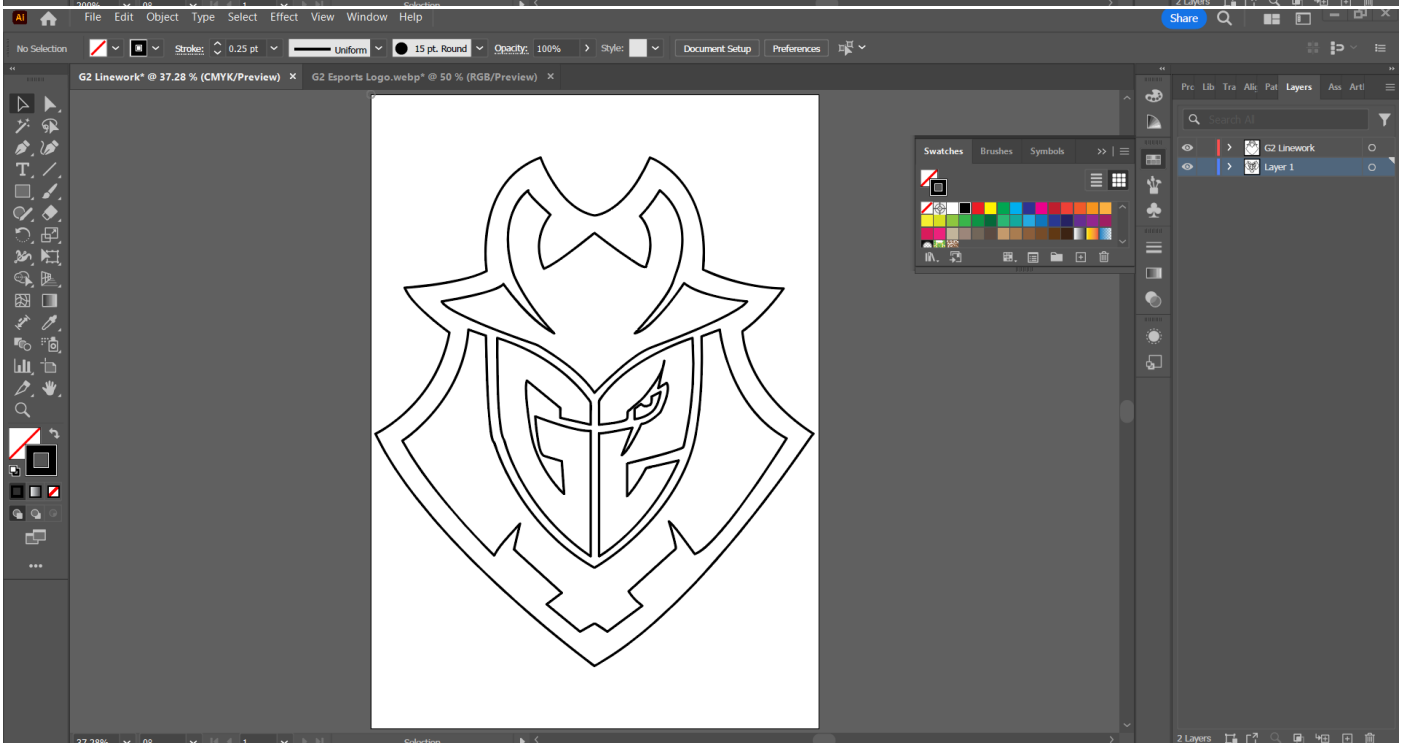

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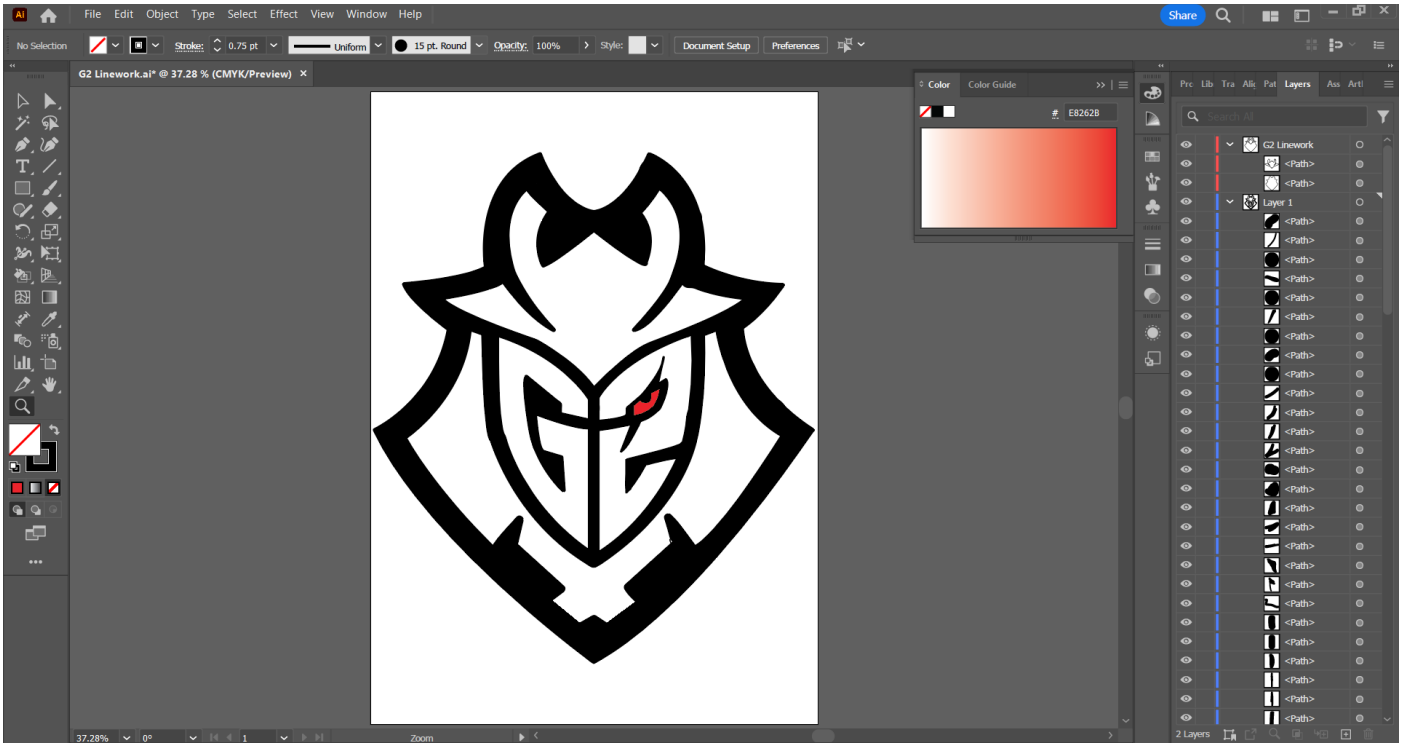

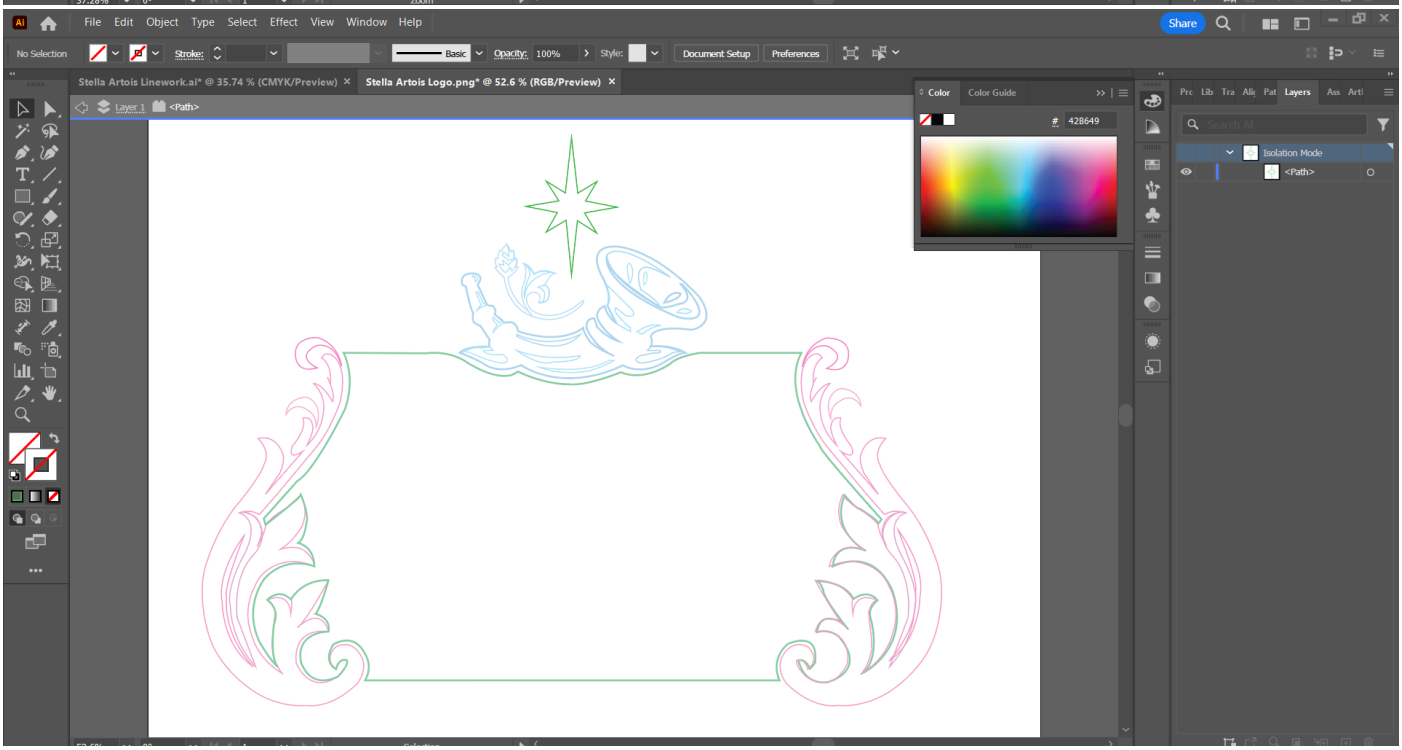

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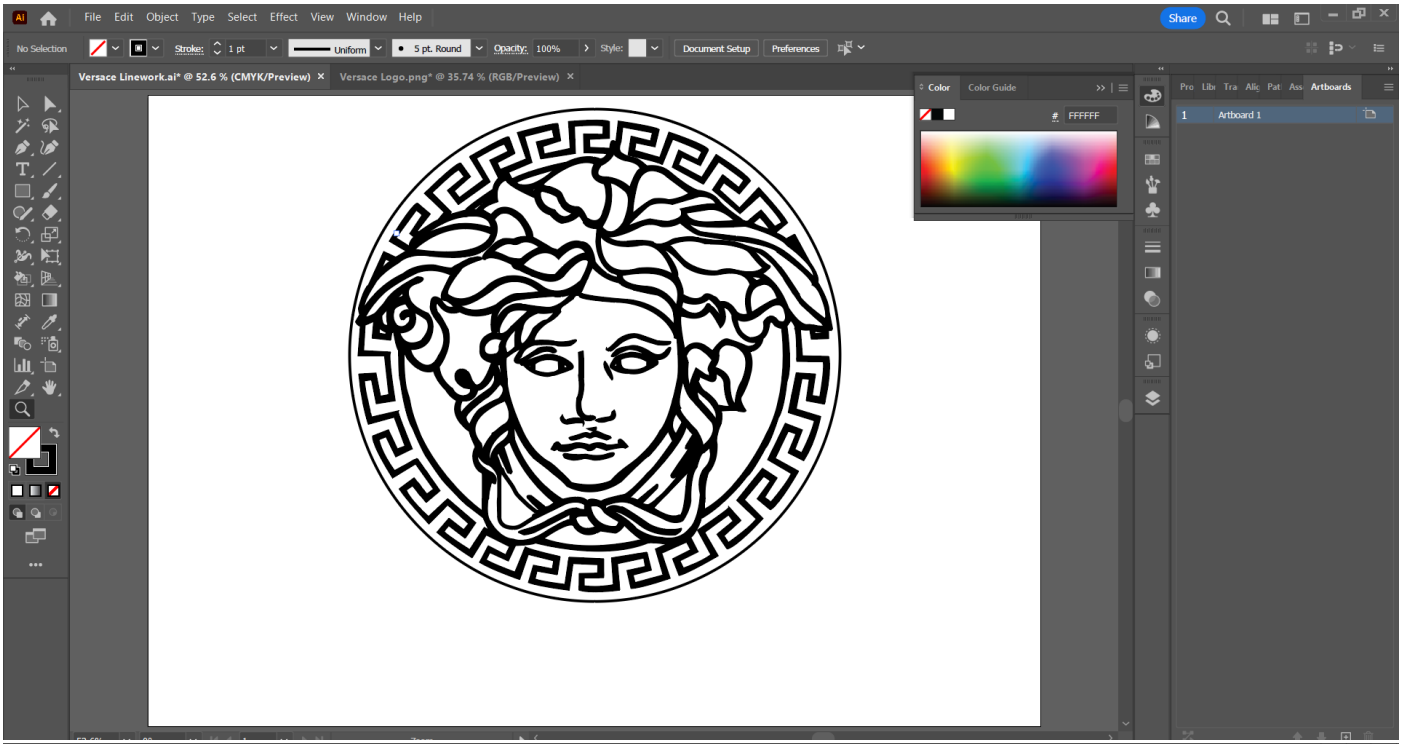

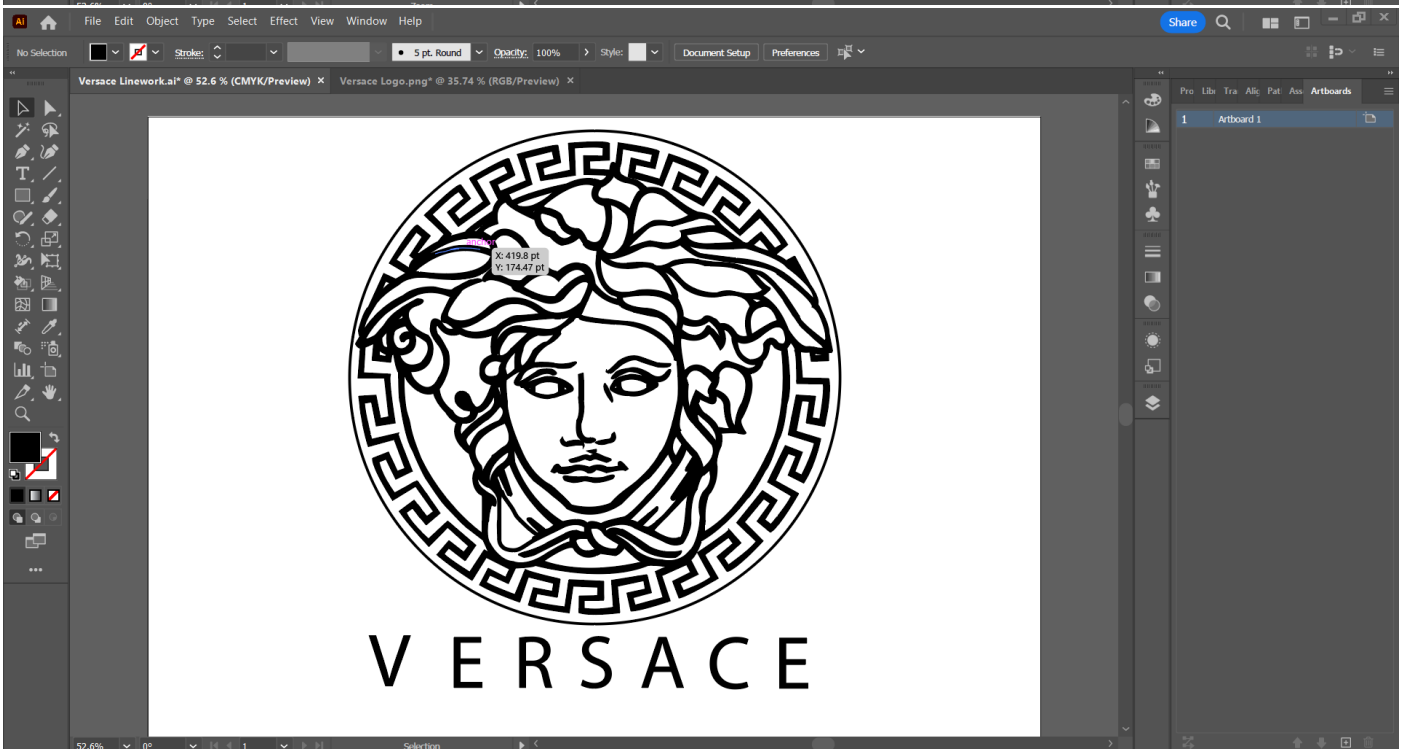

Line Work – Adobe Illustrator Final

VERSACE