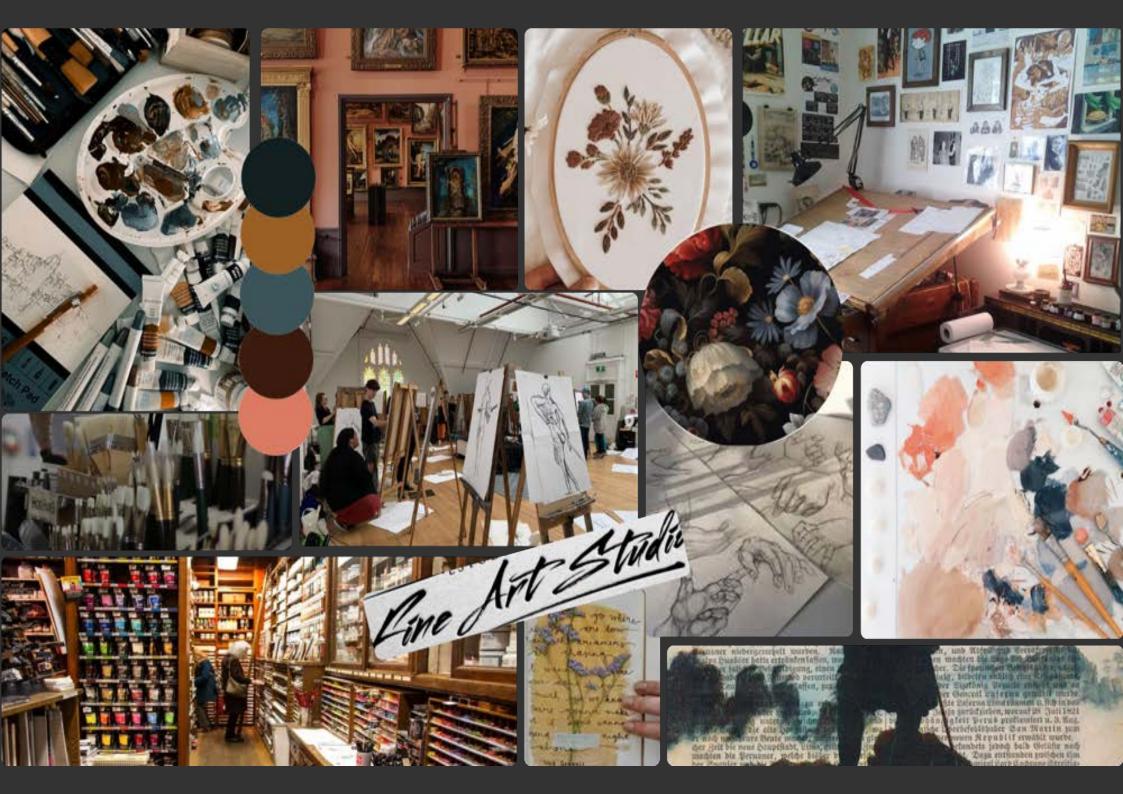




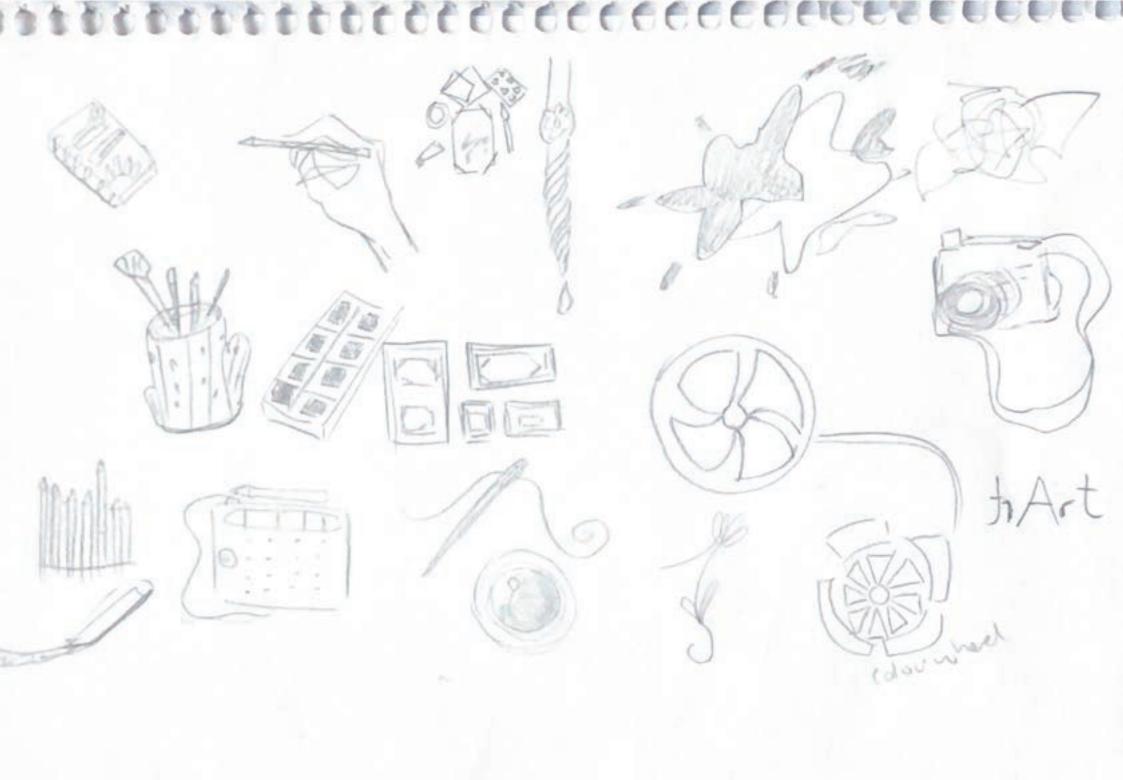
Creative detirmend mounent enviorments night out bouncy Aitis tic anocious beach moving doom Scioll food Rock Austialia games family instagram hamon Vocaloid conventions floty hintiest (01001 topas alternativ cosplay music air head Youtube Crossont Chocalate gicis night Sponish nastrys confused workaholic fashion Diawing Spontanious emaphitic france orcade Jemajora nainting Over thinker positive controler Unity gold Pokemon perfetions Overthinker Rythen games P1229 Walking dead Perfetionest Switch in K Anime chill tv Dancing moument acallic Marga 10129 Cruchen collecting nails insumaiac paper bubble tea Mush nail holish Studio (wibli figures foody eldest Lego Jackets nostalgic mugs 30 capes Mario lung sleaves embioclary por de choralat Key caps Maya Sleeping languages Sewing Nintendo texturing Chouses treaming Japanese hattens computer Act explorative ambitions Cont purportue Charchole modeling tigu challanging UV unwaping fun Materolovi DS annoying City swith Clouds Rendering happy indisi sive apailment Animation PC cu te nature talkative headphones Singing



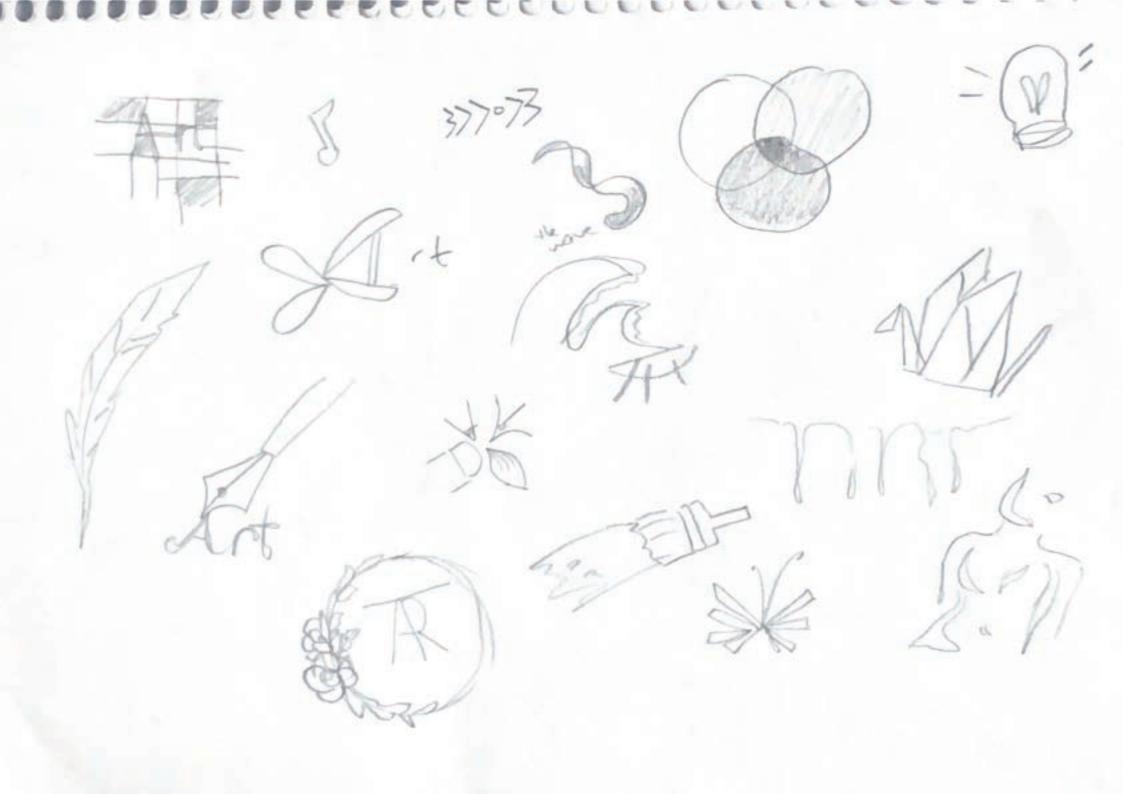
animation Boxes MUNO print postel 1800) modeling todifical ock Charhole maticals prevaing Digital Mintmaking (3/00 See govach acrite nenci memes > inks Proportiones having line embrudary mark fan making -> contour sewing prespetive Skelching Strokes negative fabrics share (on as -> Fire x -> fractitonal convas Studio fashin



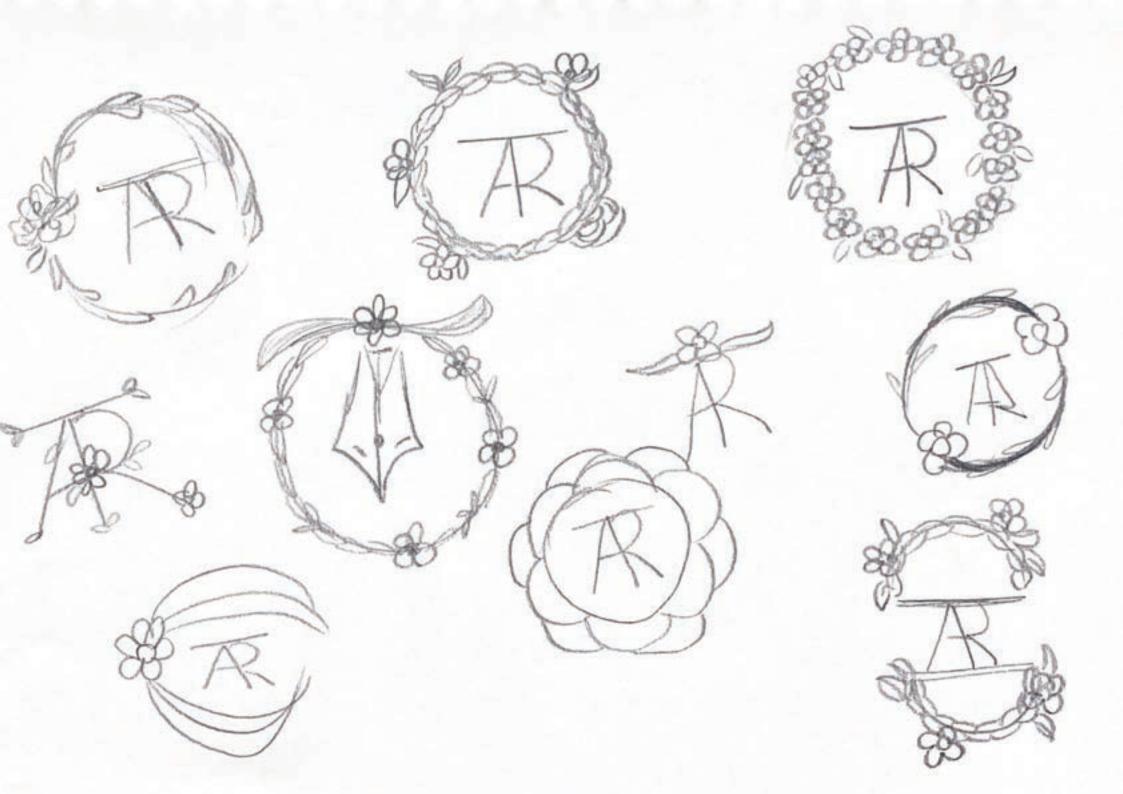


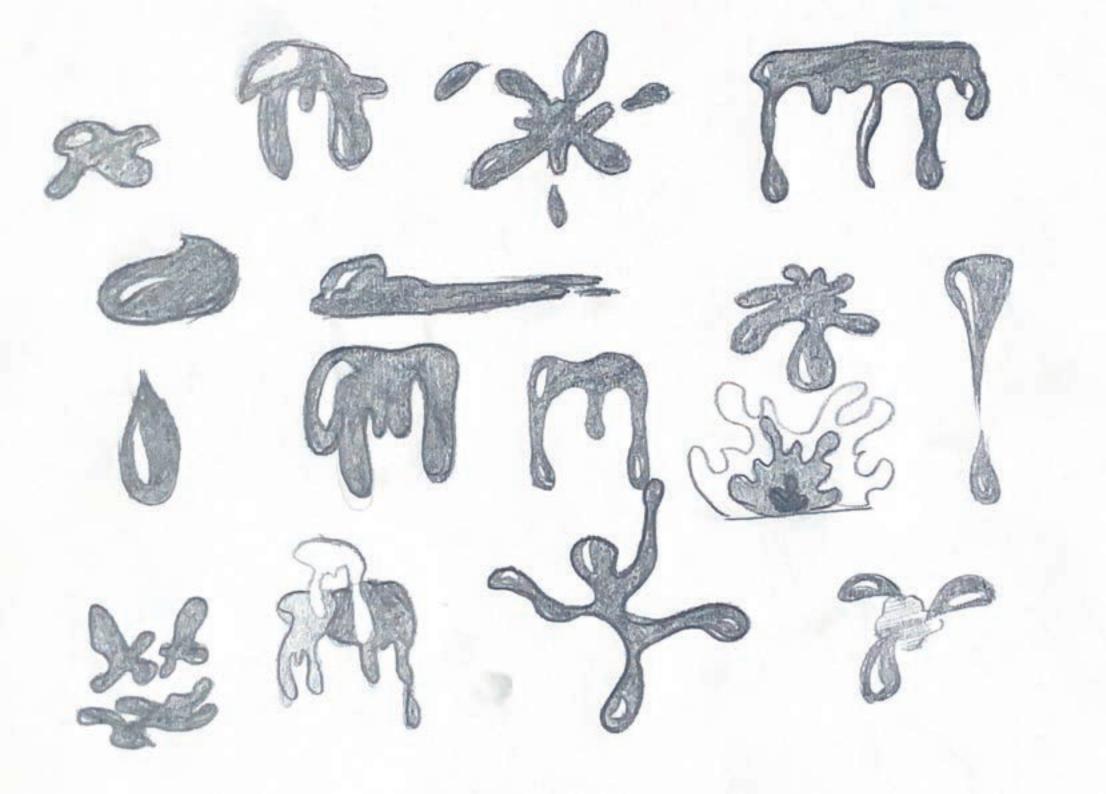








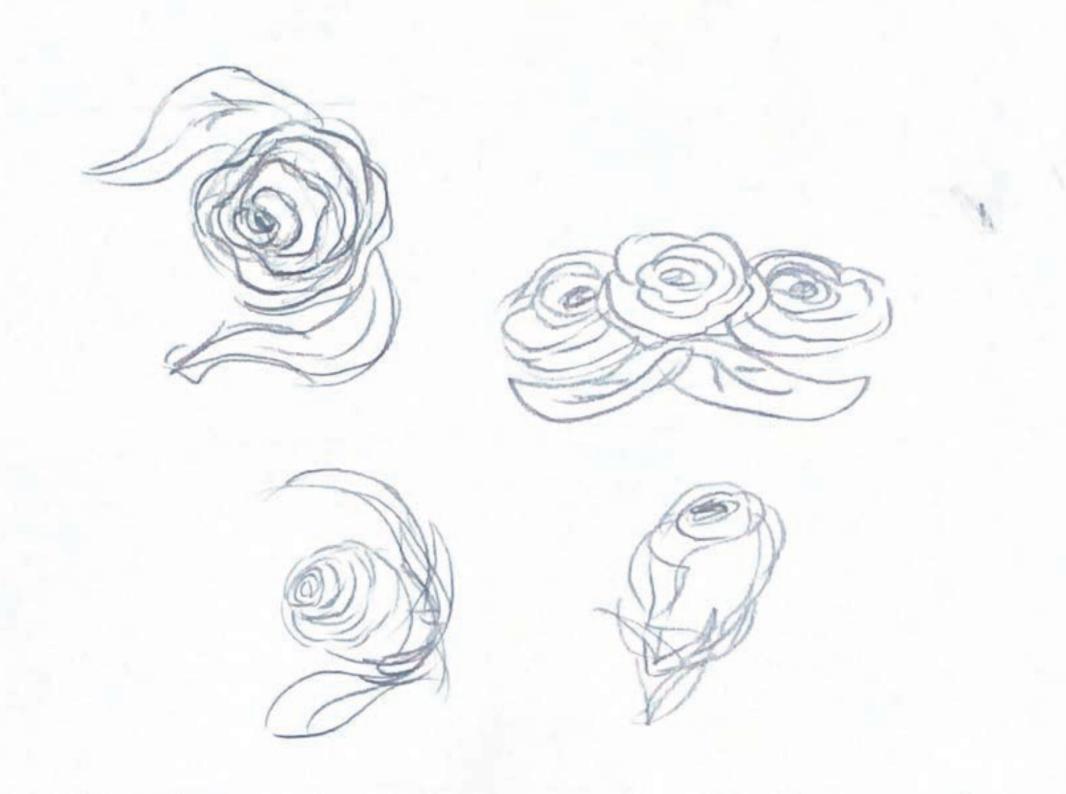


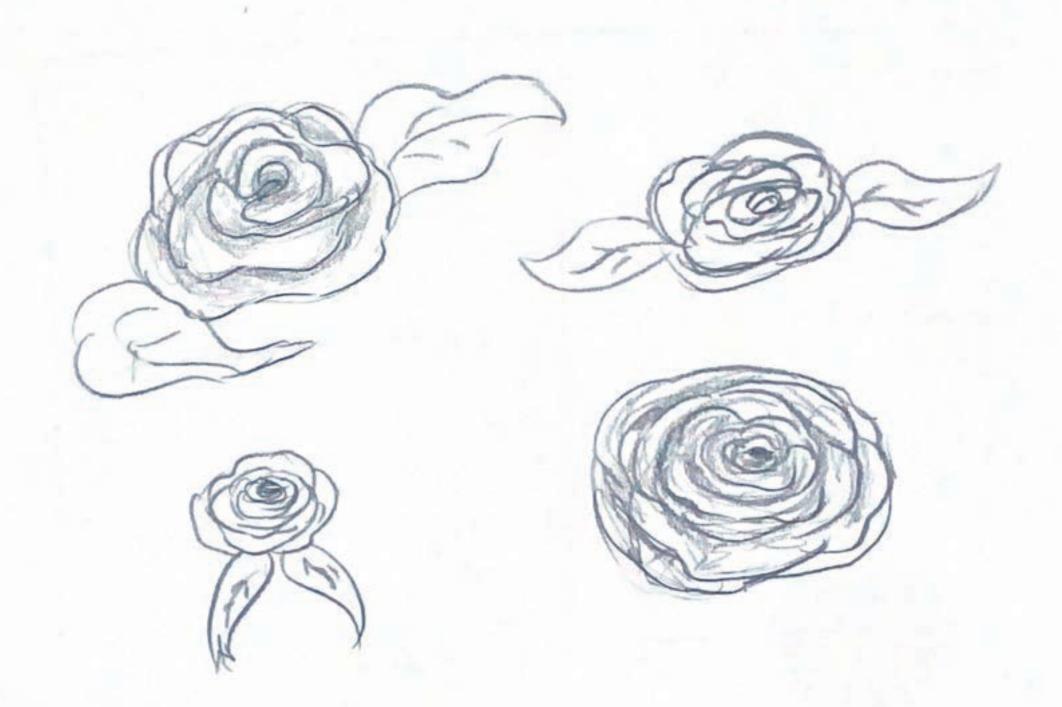




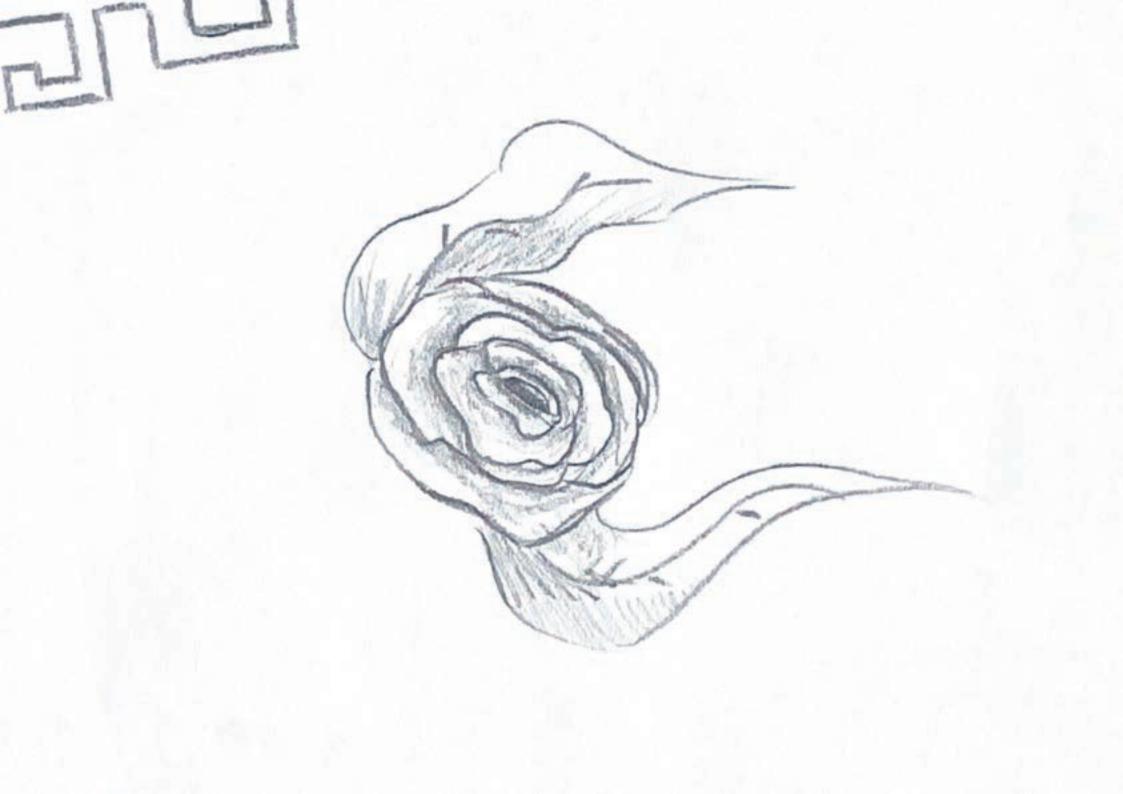








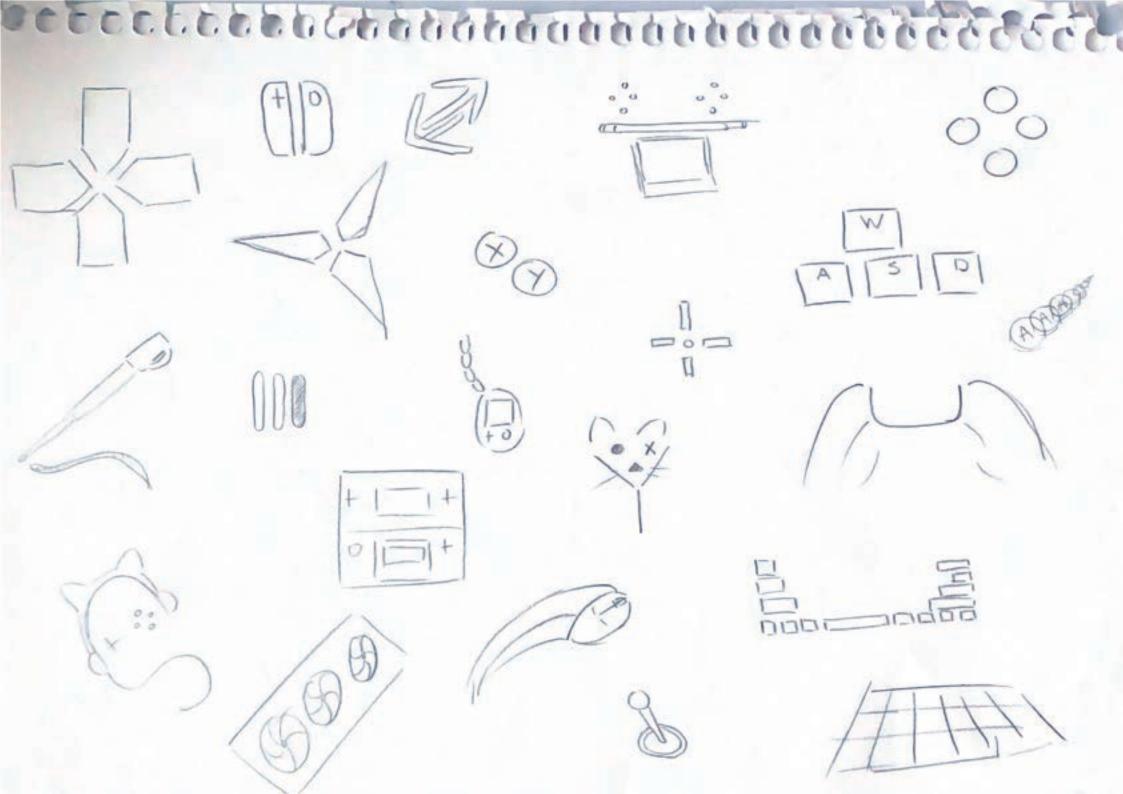






open would -> (ouking Problem Switch adventue solving elda -> Nenterdu Stows (UNIDATE gumina 1011100 neson Diablic? VIII JAS Fust > music Shirey Cam sund tenke Signer mario Jamillous -> collectables James Tronkooler 4900095 Stingady 7 graen & Pulzemo monixel cule funto nons Shows walking dead replace. bulbasava W.r Heren's SURES o vucaluid houd thoses hop critice DIVA Projet 1024 hatusha opinina MIKU Rythein WKa Brothods games Collage COIL



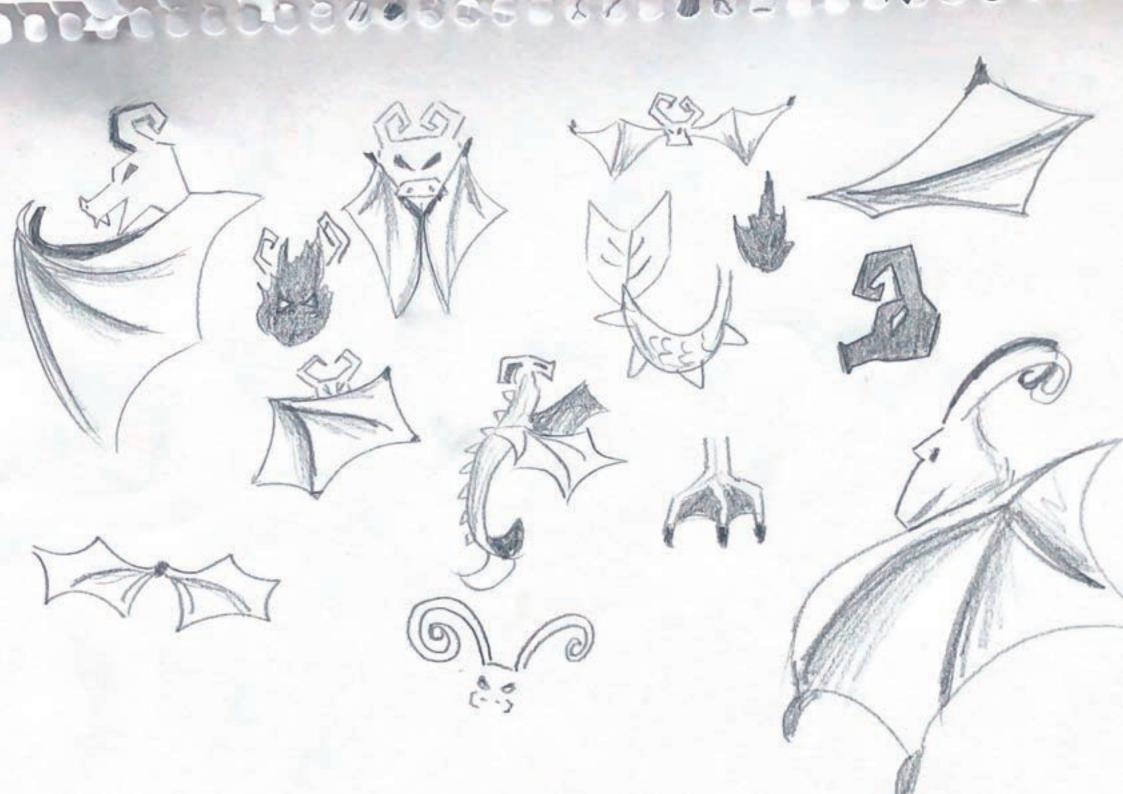




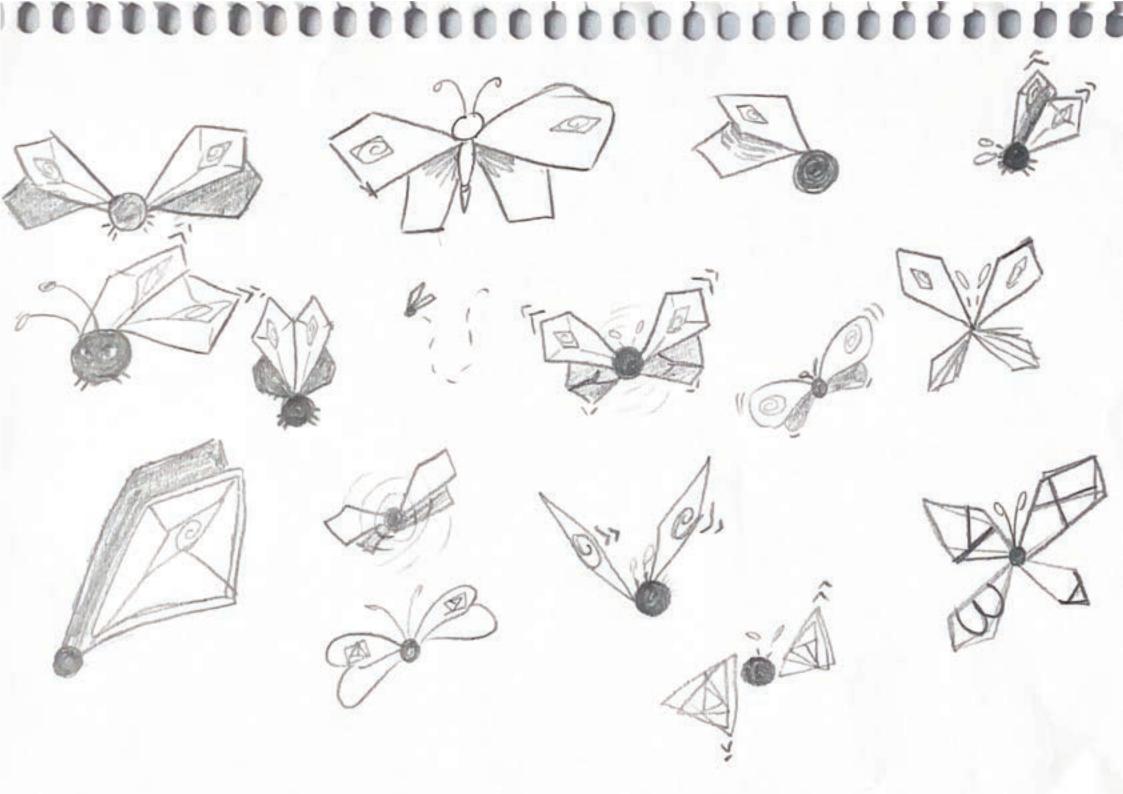




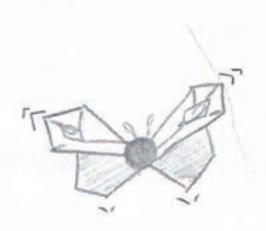




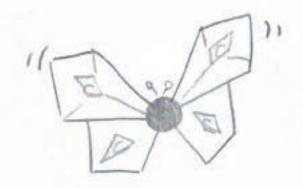


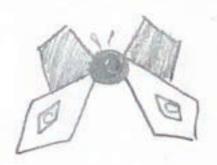


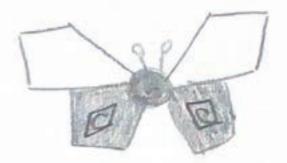




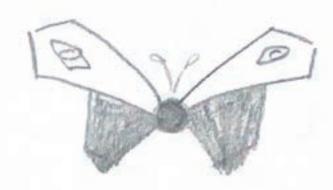


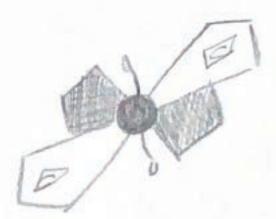


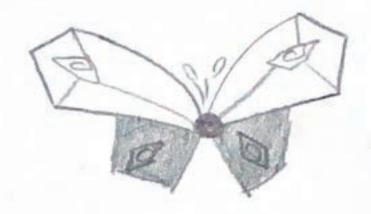




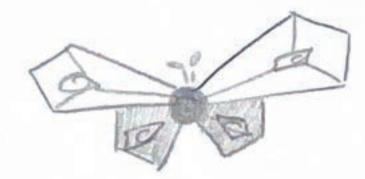






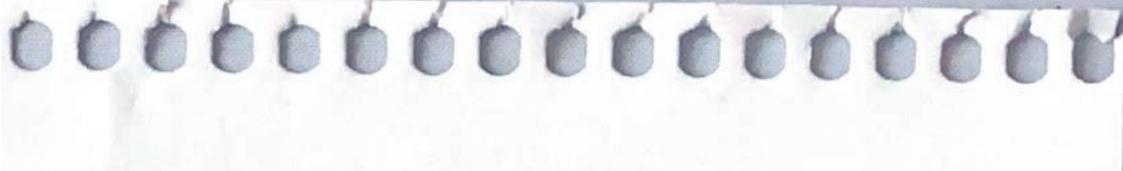








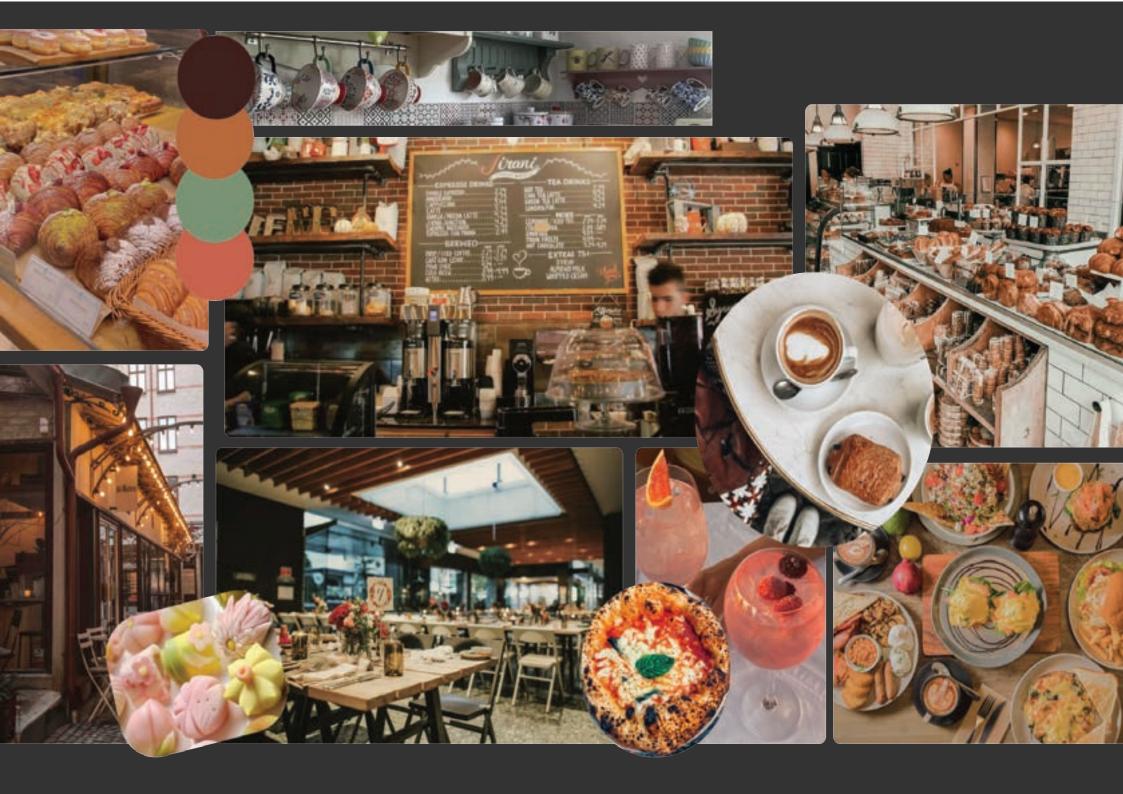






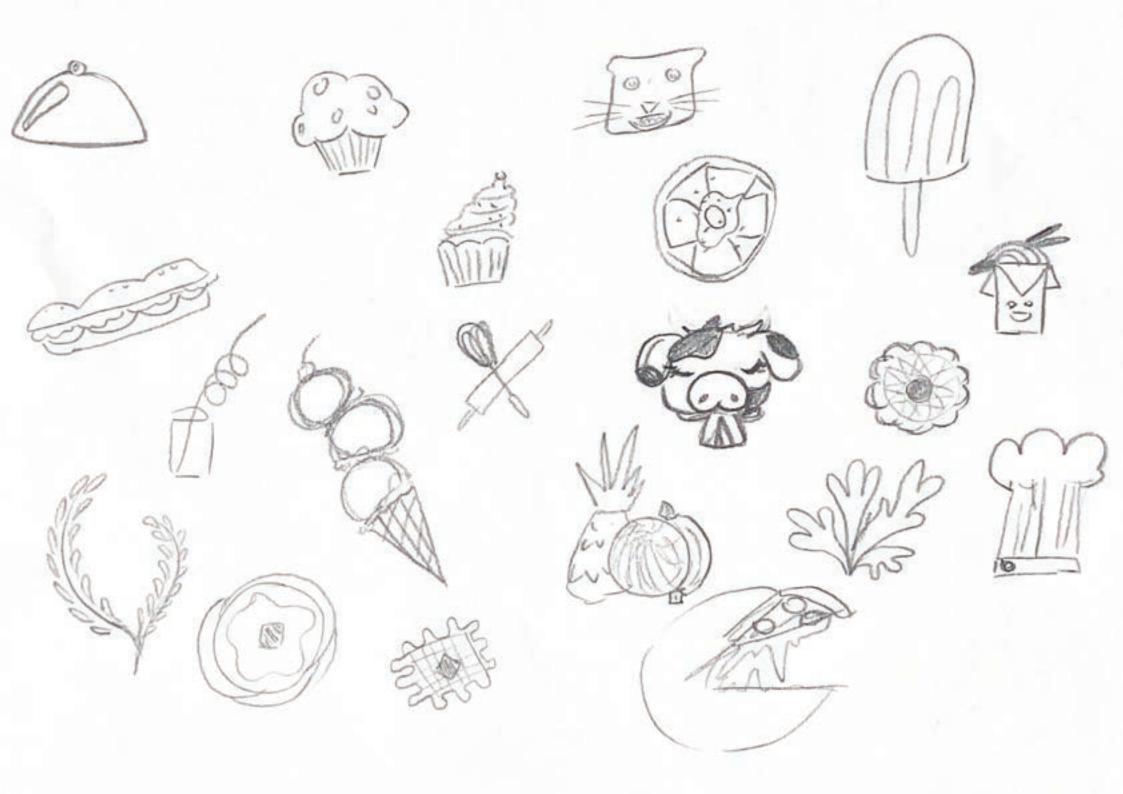


actitities contratted to the contratted of the c Prinks -> Chunzo hamun sadonu 2 cake => Spanish powner Churuz Dilene? otherwood to par de choralat J' bitter (3,12) 2000 morevers & pastings écleus. Soutwitch hot (1055on74 Japanes French burger -) bakers iamen



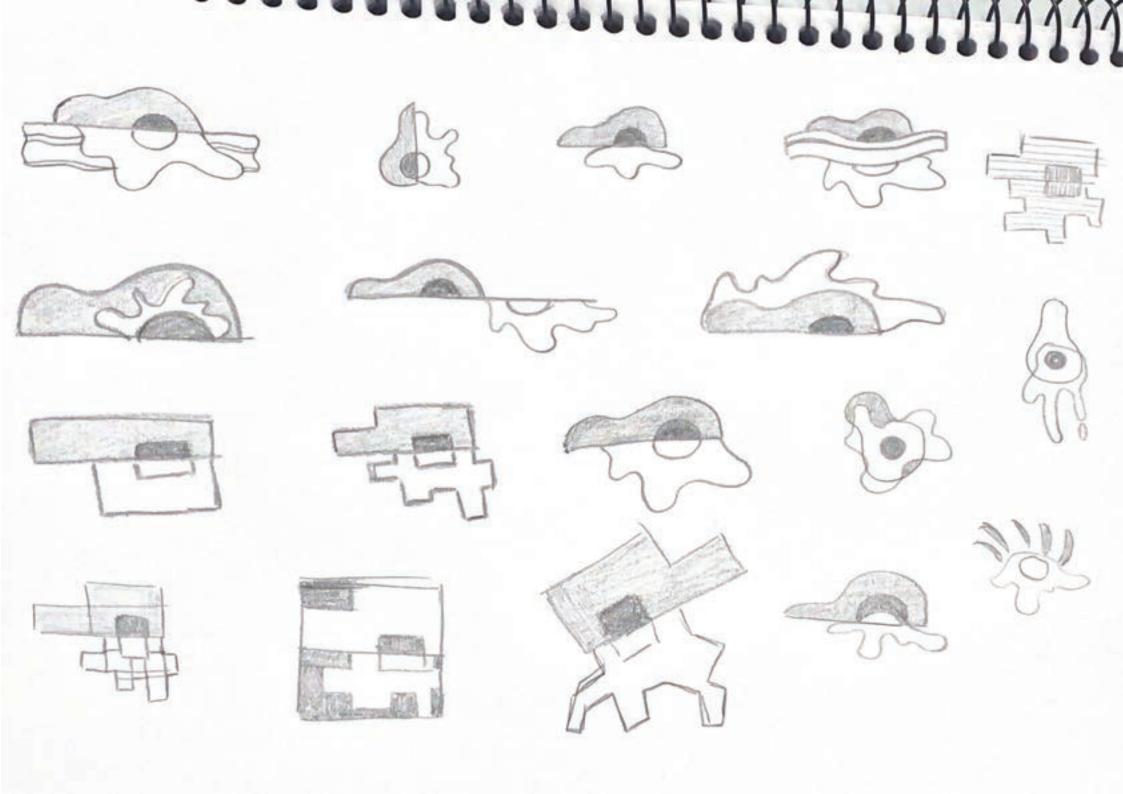


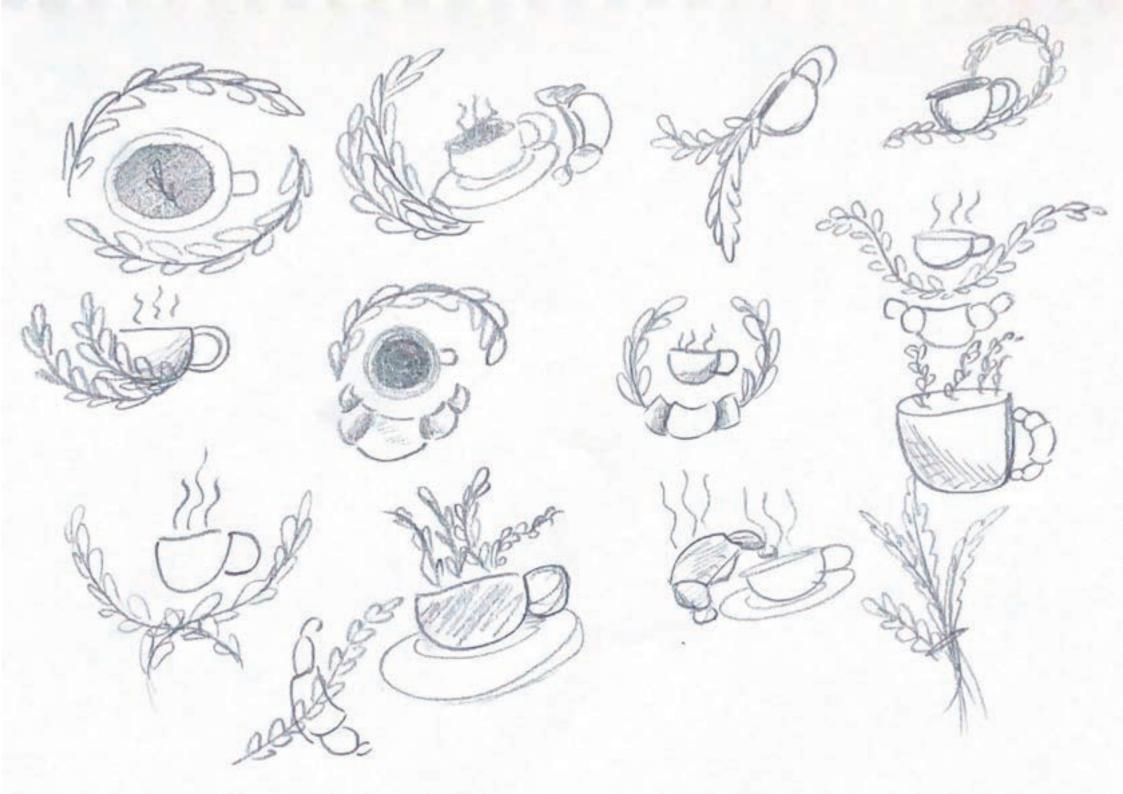


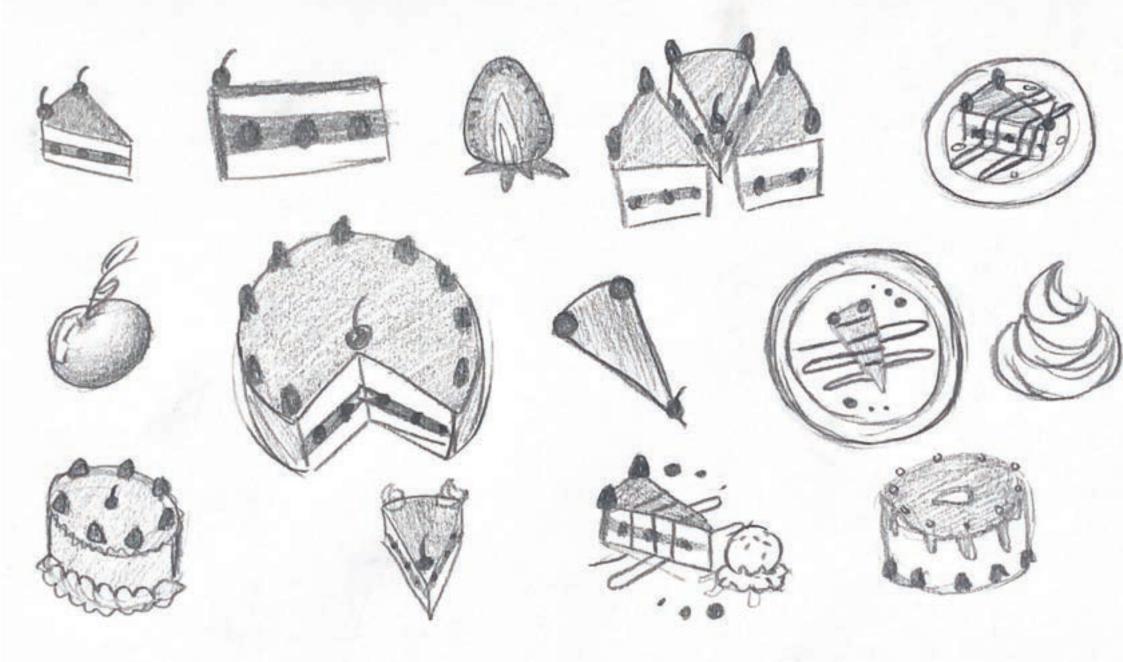




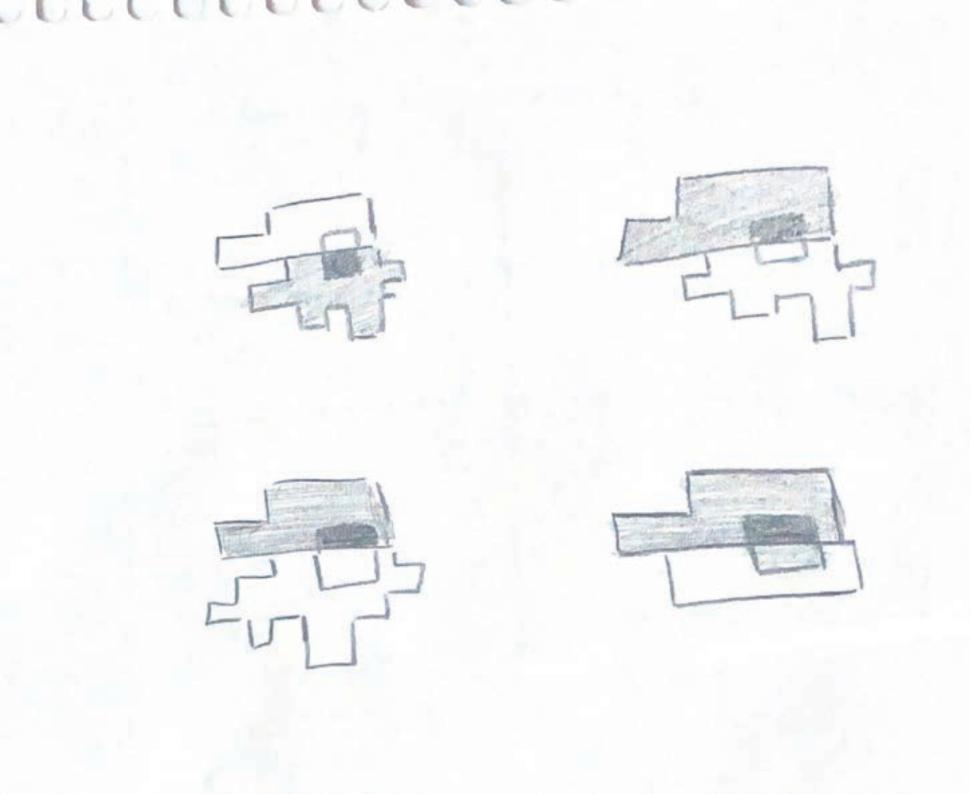


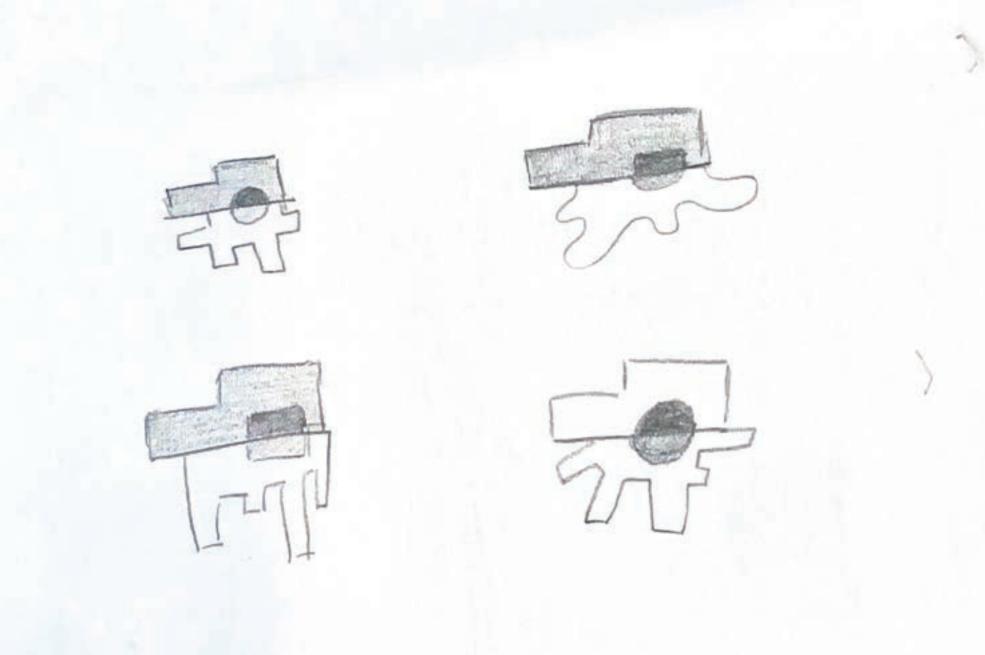


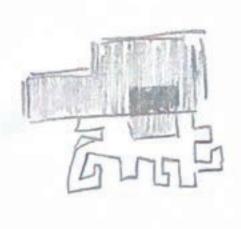


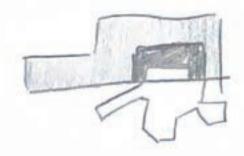


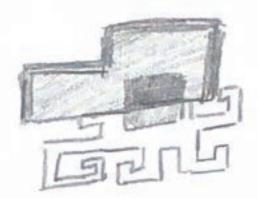


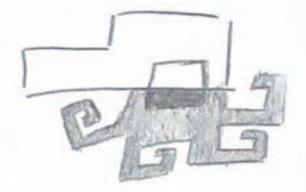




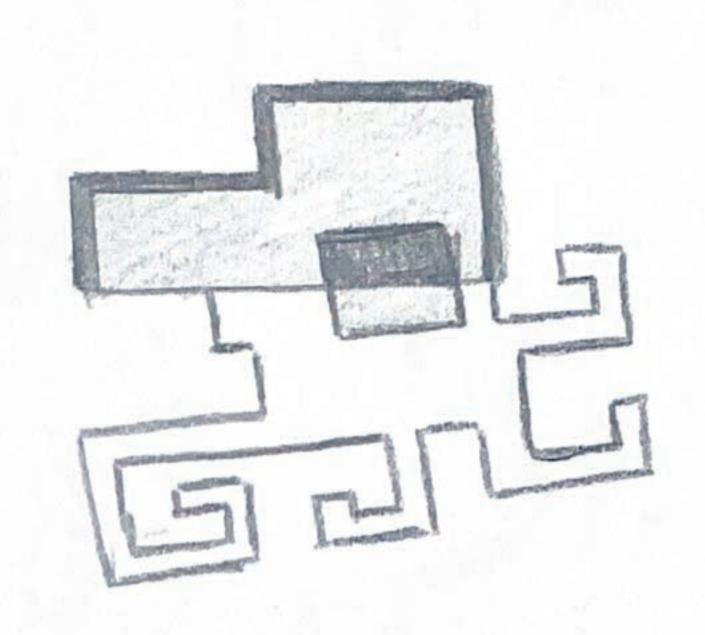














RATIONALE

THEME 'FOOD'

The theme of the logo I designed is based on my favorite food combo avocado and eggs. I chose this as a reflection of myself as it is a food that I usually make whilst I'm working at my desk creatively. Additionally, the shape is inspired by the shape of the sun which I can see from my desk as I work in the morning.

INSPIRATION

The main inspiration for my logo is my favorite food and the shape of the sun rising with the egg yolk and pit meeting in the middle. Additionally, I also wanted to include some elements of video games within this logo. I had been working on the game themed logo prior to the food logo and wanted to induced more meaning in it. I drew inspiration from pixel art and decided to make the egg white in the shape of spiraling cubes similar to how pixel art can appear in games.

FINAL LOGO

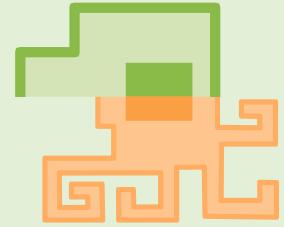
My final logo was made with a balanced composition in mind with the visual symmetry being horizontal. The avocado on the top and the egg on the bottom creates the visual effect that the egg is dripping downwards/ the reflection of the sun rising. The overall symmetrical split horizontally with the elements of interest, communicating a balanced, structure, yet creativity reading to the audience.

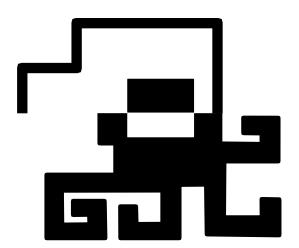
COLOUR CHOICES

Green and orange are the main colors in my logo. I decided to use the literal colors of a green avocado and orange yolk of an egg. This color combo creates a cozy feeling emphasizing a sense of friendliness and a cottage core vibe.

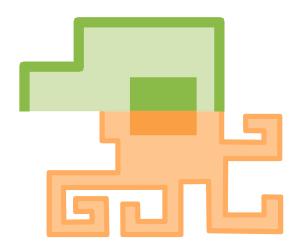
ALTERNATIVE SOLUTIONS

Reflecting on my other possible solutions, the 'game' logo felt overall generic. Similarly, the art logo of the flower felt similar but also to mature, busy, and neutral, compared to the creative and playfulness of my current logo.











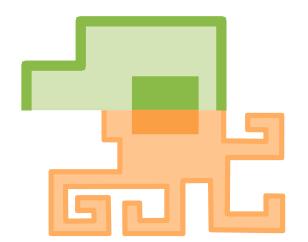
HKS 66 Z

HKS 66 Z 40%

HKS 6 Z

HKS 6 Z 85%

HKS 6 Z 60%





C: 50.33

M: 3.5

Y: 97.83

K: 0

C: 20.63

M: 0.34

Y: 36.05

K: 0

C: 3.34

M: 41.99

Y: 84.7

K: 0

C: 1.89

M: 35.79

Y: 71.76

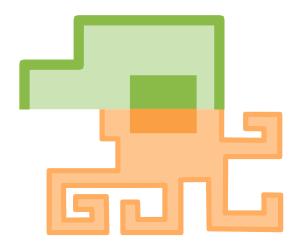
K: 0

C: 0.6

M: 24.73

Y: 47.78

K: 0





R: 127

G: 188

B: 65

R: 205

G: 228

B: 181



R: 241

G: 160

B: 65



R: 246

G: 174

B: 94

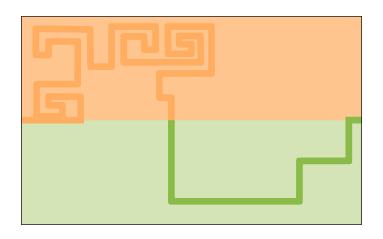


R: 252

G: 197

B: 141

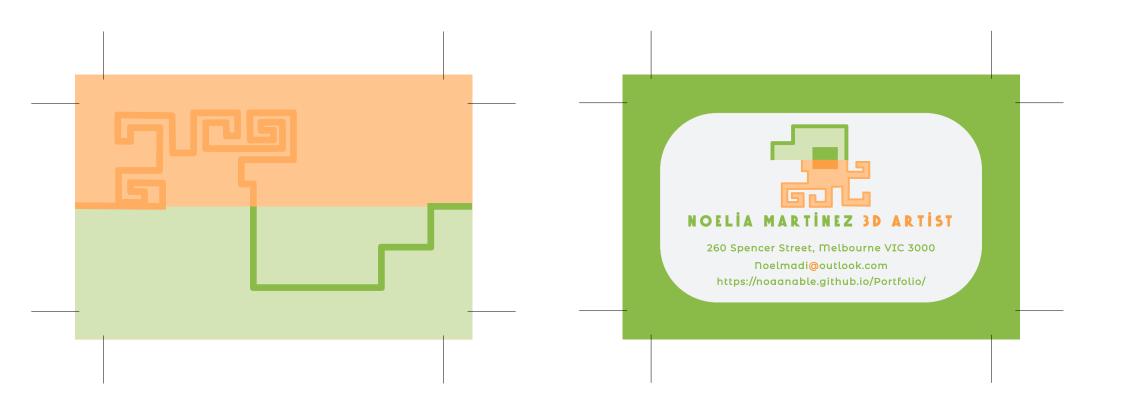
Business Card for Client at 100%





Client sign-off:

Date: _____

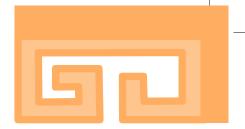




Client sign-off:

Date: _____

Letter Head for Printer at 70%

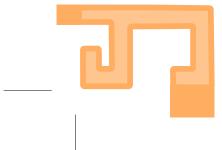


260 Spencer Street Melbourne VIC 3000

Noelmadi@outlook.com

https://noaanable.github.io/Portfolio/

ABN 75 913 275 598



Noelia Martinez
260 Spencer St
Melbourne Vic 3000
AUS
12 September 2024

Color Printing House

480 Collins St

Melbourne VIC 3000

Attention: Mr Paul

This is a purchase order for the Printing of the Noelia_Business_Card, as per you Quote number 87566. Following are the details of the job:

Noelia_Business_Card

Colour: CMYK double sided

Stock: Conqueror Laid, Laid, Brilliant White, 300 GMS

Size: 90mm x 55mm

Quantity: 300 Cost: \$500

Delivery Date: 6 October 2024

Delivery Instructions: 260 Spencer St, Melbourne Vic 3000, AUS

Specialty: N/A

Software Used: Adobe Illustrator 2023

All artwork has been provided with trim marks and bleed. All test has been outlined. If you have any questions, please contact me at: S3943137@student.rmit.edu.au

Yours sincerely

Noclia Matires

Noelia Martinez

REFLECTION

Through this assignment I was able to create a logo which reflected the space and feeling of myself in my personal creative practice. Throughout I was challenged to explore a wide range of ideas and develop them further than I would have in the past. Though this Process I found I was able to create and develop better and more unique designs showing me the importance to dive deeper than the first ideas. I was able to push myself to think out of the box and not be restricted by judgment which lead to greater ideas then I initially started with. This process also allowed me to not only diverge but converge different ideas throughout the process to create more Unified creative ideas and solutions.

Moving on to part B, I was able to appreciate the work and time to arrange a ready to print document such as;

- The vector based logo
- The need to allow room for slicing errors using crop marks and bleed
- And the many different color modes and their uses in print and screen media

Throughout this process I also found the importance of stock and how it can impact not only the appearance, finish and gsm of a print, but also the reading.

