

# Icon Project Report

## Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

### Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. Include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

---

*My audience is the youth who is studying at schools, colleges, universities, and teachers. Age for students is from 7 till 25 years old and for teachers of any age*

### Message

After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

---

*Through my sketches, I want to convey the importance of studying and the importance of knowledge in our life. I want to share my vision of education and the importance of main parts of the educational way, such as "Graduation", "Reading books", "Finding answers to questions" etc.*

### Sketches

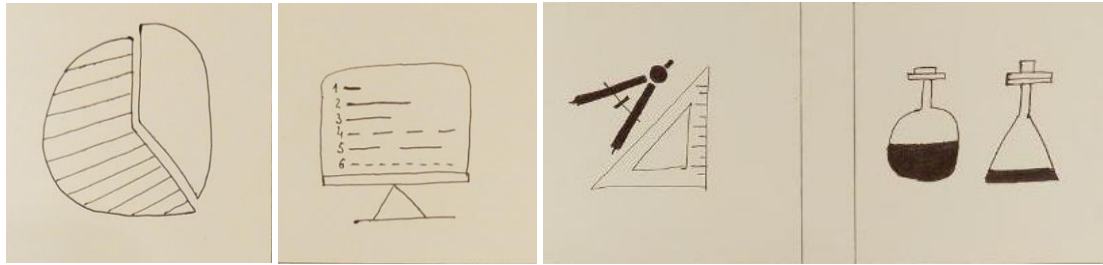
*NOTE: You will not be sharing your sketches for the critique.*

All layouts and designs required for the final project should be planned before you start working on the draft. You will need to sketch out at least 3-4 variations for each icon to do this.

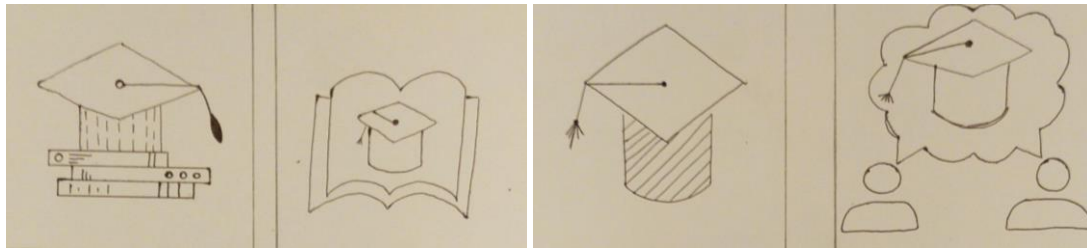
For this project, we expect to see 3 variations per icon. This means you will have *at least 12 sketches* included below.

---

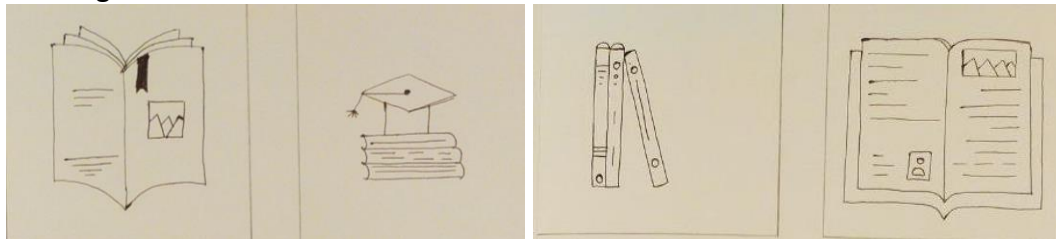
### Subjects in schools:



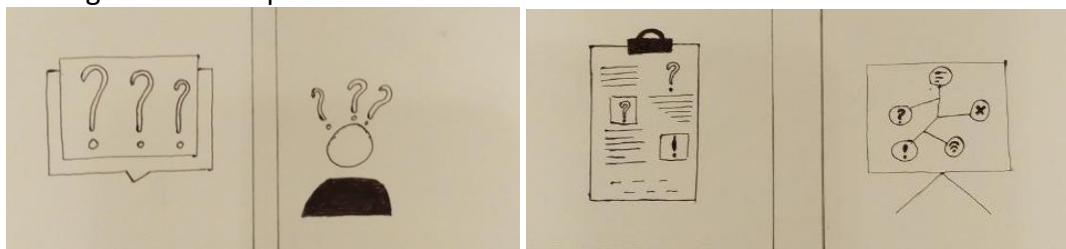
### Graduation



### Reading books



### Finding answers to questions



## Start Project Draft

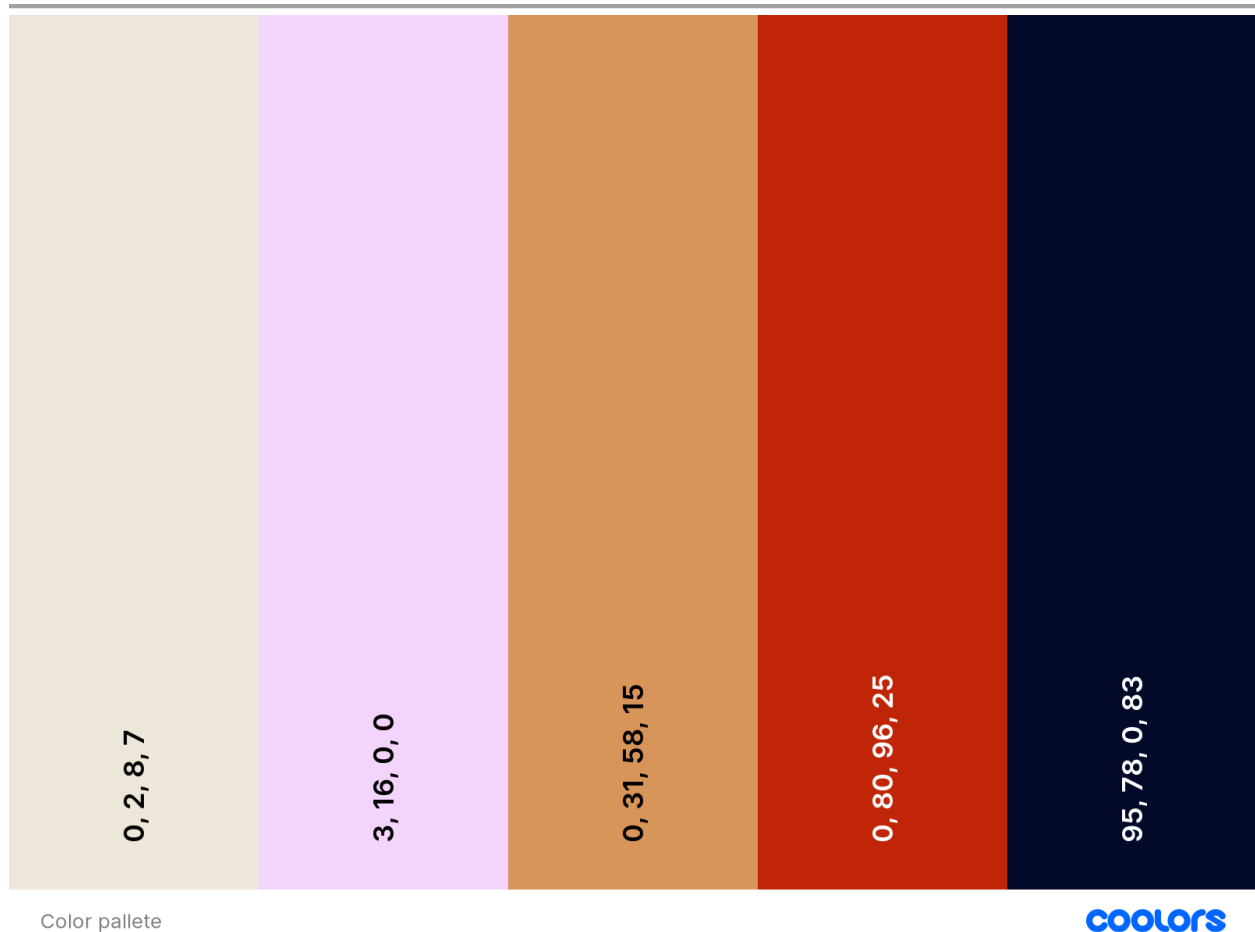
After you have finished sketching you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

---

[Nothing needs to be added here]

## Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Color Lovers](#), [Colors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.



For my icons, I will use “red” and black colors for all main parts of my icons. The “brown-orange” one will be used for some additional, not so important parts of the icon. And the light colors will be complementing the main colors.

## Critique Initial Post

*NOTE: You will not be sharing your sketches for the critique.*

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.

<https://byui.voicethread.com/share/20068733/>



## Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As - > File Format: PDF)  
Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

# Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

## Target Audience Appeal

Include an explanation of how/why this design appeals to the target audience you outlined in Part 1 of this document.

---

I think my design appeals to the target audience because it's colorful and real-life-related. Everyone from my target audience can clearly understand what I wanted to say by creating these icons.

## **Main Design Decisions**

Include an explanation of some of the main decisions you made when creating your design.

---

I created 4 icons for different themes I think are the most popular or important in education.

## **Design Analysis**

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

---

I used the alignment principle to align repetition items in icons to make the icons more pleasing to the eye.

Also, I used repetition in the required shape. It gave me the depth and the volume of the icon.

I used my color palette and I highlighted the important things in the icon with more bright colors.

## **Part 2 Submission**

Save this completed document as a PDF (File -> Save As -> File Format: PDF)

Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.