

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.

The target audience for these icons is app developers who want clean icons for the programs they are building.

Statistically, I am specifically targeting Millennials between the age of 27-34. This group is spread largely across North America 29.4%, Europe 29.7% and Asia 32.9%.

The majority of these developers are male (91.88%) with only around 5% identifying as female. Among other things, their interests include gaming, socializing and wellness.

<https://thisisglance.com/blog/7-surprising-statistics-about-the-world-of-app-development>
<https://www.statista.com/statistics/1126823/worldwide-developer-gender>
<https://www.goldmansachs.com/intelligence/archive/millennials>

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?

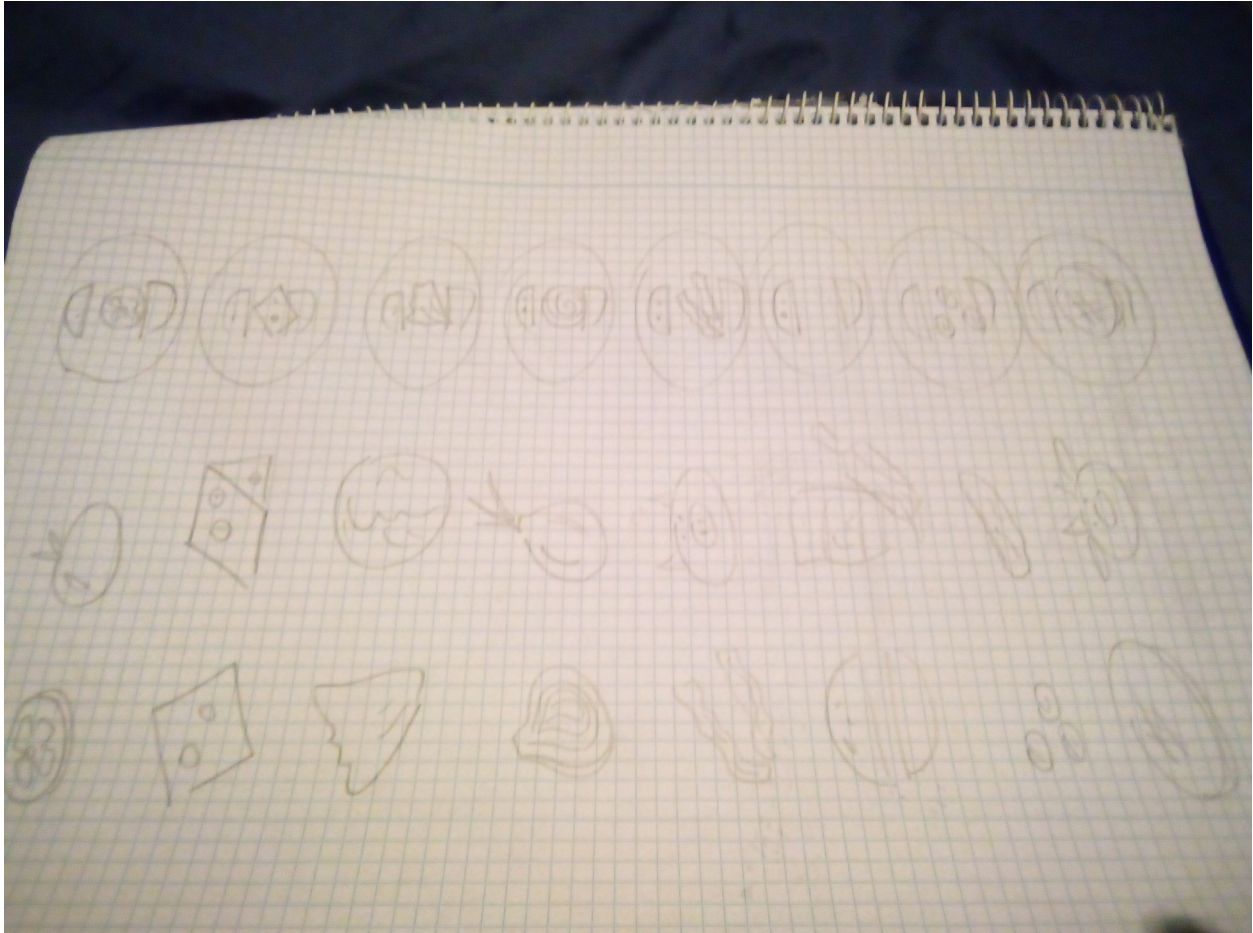
Having consistently strong yet variable icons can improve the work that these images are ultimately used in. To that end, I want to communicate the idea of “harmony in difference” with this design. From the lines to the sizing to the colors, I have tried to create a set of icons that work well together yet let each icon stand on its own.

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. To do this you will need to sketch out at least 3-4 variations for each icon. For this project, the we expect to see 3 variations per icon. This means you will have *at least 12 sketches* included below.



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 own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). 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.



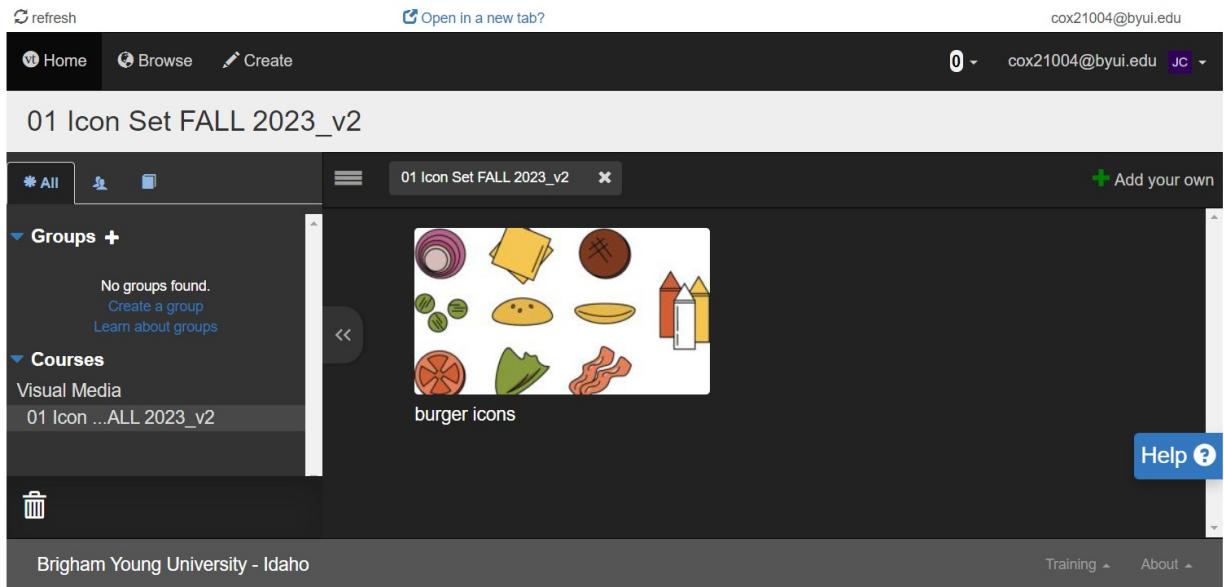
Where it makes sense, I repeated the same color e.g. tomato/ketchup/bacon. I also used variations of the same color e.g. reds in the tomato and purple in the onion in order to provide some variety.

The onion is purple, the lettuce and pickles (green), the bun, cheese and mustard (yellowish), the tomato, bacon and ketchup (red) and the burger (black).

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.



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 your target audience you outlined in Part 1 of this document.

This design appeals to my target audience primarily because it is a clean design. The icons are common, easily recognized and efficiently communicate what they are. At the same time, each icon is unique and can stand on its own. Together they show how they can be greater than the sum of their parts. Looking at the world today, Millennials have a good sense as to how that is true. The icons work therefore not only as food, but for any project where it is important to show collaboration, creation, synergy, etc e.g. pickles, onions and cheese represent X, Y, Z. Now imagine the project we can make when we combine them into one delicious burger.

Main Design Decisions

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

When creating my design, I chose to focus on the single ingredients required to make a burger e.g. a slice of tomato rather than a whole tomato. I chose to design the icons from the top down in order to highlight the unique design that each element has e.g. triangles on the tomato, holes in the cheese, rings on the onion, grill marks on the burger, ridges on the pickles. I broke this rule for the bun for two reasons. 1. it looked better 2. I wanted it to stand out from the other ingredients since it is used to contain them all. I also chose not to contain the icons in a circle for example and instead made them all about the same size. For smaller elements like the pickles, I simply added more.

Design Analysis

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

Contrast

I used 3pt black stroke to outline each icon and highlight the detail.

Repetition

Rings on the onions, lines on the burger, holes on the cheese, seeds on the bun, ridges on the pickles, triangles on the tomato. Straight lines on the pickles, burger, cheese, tomato. Circles on the onion, cheese, tomato. Depth (edge) on the burger, pickles, tomato. Size of the onion, burger, tomato. The internal lines on the burger, cheese, pickle and bun end in a rounded line. All but one icon is shown from the top down.

Alignment

None of the lines are 100% vertical or horizontal. Even the bun has a slight tilt which brings a bit of motion and interest to the set.

Proximity

I gave equal spacing to various elements in each icon e.g. space between the ridges in the pickle, space rings in the onion, space between char marks on the burger, space between triangles on the tomato. I also placed white space in the onion, bun, burger and cheese. Rings on the onion were closer on one side than the other to show growth.

Colors

I used colors that were analogous in each of the different icons. Two reds for the tomato, two greens for the pickle, two orange/browns for the bun, two yellows for the cheese, two blacks for the burger and three purples for the onion. Red tomato and green pickles complement each other as does the purple onion and yellow cheese.

I took colors for the icons from the following image.



<https://damndelicious.net/2022/08/12/the-best-ever-cheeseburger>



And, I took inspiration for the shape of the pickles from this image.

<https://www.johnnygsubshack.com/product/pickles/28>

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.