

ACTIVITY 6

A125

# TEAM MALEKA



HUMAN COMPUTER  
INTERACTION

ANGELINE KAQUILALA  
CEDRIC JOSH LEAL  
SHELLY MAGDALAN



# TEAM MALEKA LOGO DRAFTING

1



2



# STUBBY ICON DRAFTING

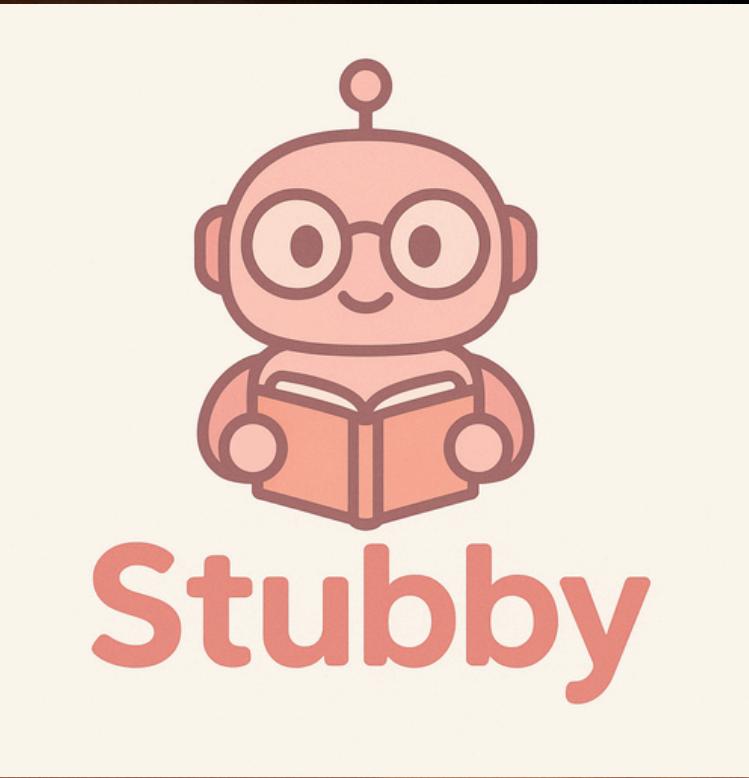
1



2



3



# TEAM MALEKA'S LOGO



## THE DESIGN

- The logo features a person within a lightbulb connected to circuit lines, symbolizing creativity, innovation, and human-centered technology.
- The name “Maleka” is a creative twist of the word “malikha” (Filipino for creative), representing the blend of team members’ names and purpose.
- Blue tones symbolize intelligence and trust—core values of an information systems brand.

## GESTALT'S LAW

PROXIMITY | SIMILARITY | CLOSURE | FIGURE AND GROUND | CONTINUATION

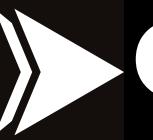
# STUBBY'S LOGO



## THE DESIGN



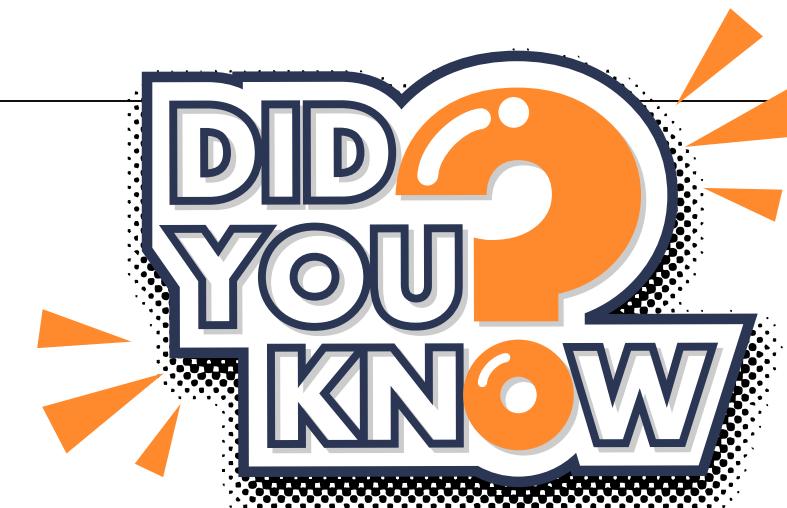
- **Character:** A friendly, rounded figure waving - symbolizes approachability, connection, and greeting a new study buddy.
- **Book:** Central to the logo - represents studying, learning, and academic focus.
- **Gradient Circle (Blue-Yellow):** Soft, modern tones suggesting calmness, focus, and optimism.
- **Text – “STUBBY”:** Short for “Study Buddy”; bold, clean font supports clarity and brand recognition.



## GESTALT'S LAW

PROXIMITY | SIMILARITY | CLOSURE | FIGURE AND GROUND | CONTINUATION

## TEAM MALEKA FUN FACTS!



- ↗ Our combined surnames, 'MaLeKa,' resemble 'Malikha' inspired by the Filipino word for 'creative,' which is perfect for an IS team that thinks outside the box.
- ↗ "It's a made-up word with a made-up meaning like real innovators do!"

## STUBBY FUN FACTS!

- ↗ Stubby helps students find the right study buddies based on subjects and habits, no more studying alone!
- ↗ "Stubby" = Study Buddy, your chill learning partner.

