Design Portfolio
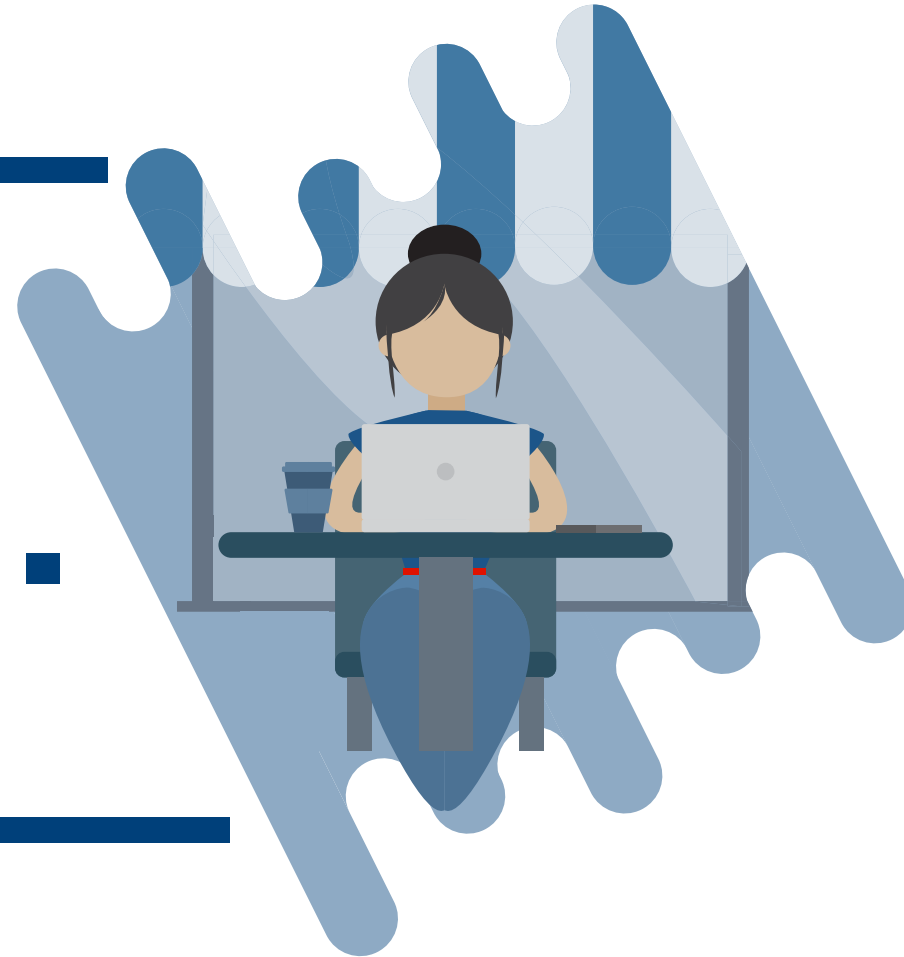
Journal.
Real World News.

Dat Duong - N11084081
Assessment 2 - Design Portfolio 2: Details
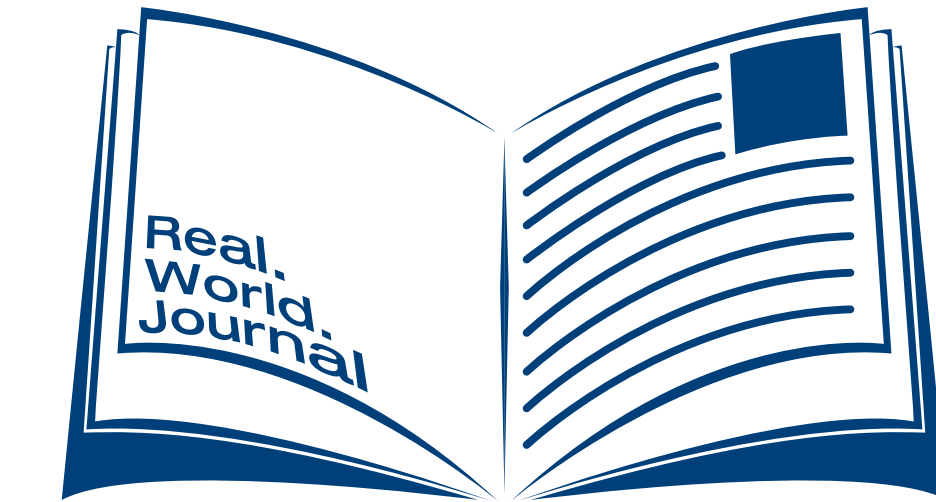
Contents

Real. World. Journal

01 | The Brand

Industry Research

Journalism plays a vital role in providing valuable reporting and engaging storytelling. With the popularisation of online news platforms, people have increased access to knowledge, however there is growing concern about fake news. Because of this growing issue, journalists must navigate the internet whilst maintaining accurate and honest reporting.

QUT wants to take the current state of the industry and emphasise inclusive and quality journalism that reflects our rapidly changing world. The fuindamental objective of QUT Journalism is to empower students to create content that sets them apart from their competitors by emphasising unique content over imitation. QUT Journalism students aspire to provide information that is essential for people to know, all whilst offering a fresh and youthful perspective. This approach pushes students to deliver impactful journalism that resonates with diverse audiences.

Style Research & Inspiration

Journal takes inspiration from these logos by striving for a unique design that is recognisable by incorporating a unique shape and strategic placement of text. QUT's iconic colour pallete of blue and white is used to indicate that Journal is a subsidiary of QUT Journalism.

Adidas, which effectively employs several logos remains instantly recognisable thanks to its trademarked three stripes. Interestingly, tthe text within the Adidas and WWF logo can be removed without affecting the logo's recognisability. From this, the concept of several logos is explored to provide versatility across multiple applications and preserving brand recognition.

WWF's logo uses creative spacing and closure to imply the presence of the panda's body. Journal's logo has a unique take on WWF's use of spacing and closure to imply the shape of the journal.

Design Process

To establish an effective brand name and logo, the design process incorporated several key stages. The process began with considering several brand names like Real World Post and QUT Journal. However, Real. World. Journal. was found to be the most appropriate name as it relates to the brand's values and target audience. During the process of deciding on a name, concepts were drawn to envision how the names would work with a logo. These sketches were then recreated digitally using Adobe Illustrator, which allowed for the refinement and exploration of new designs. During the final stage, the designs went through many iterations until the current logo design emerged from the combination of ideas.
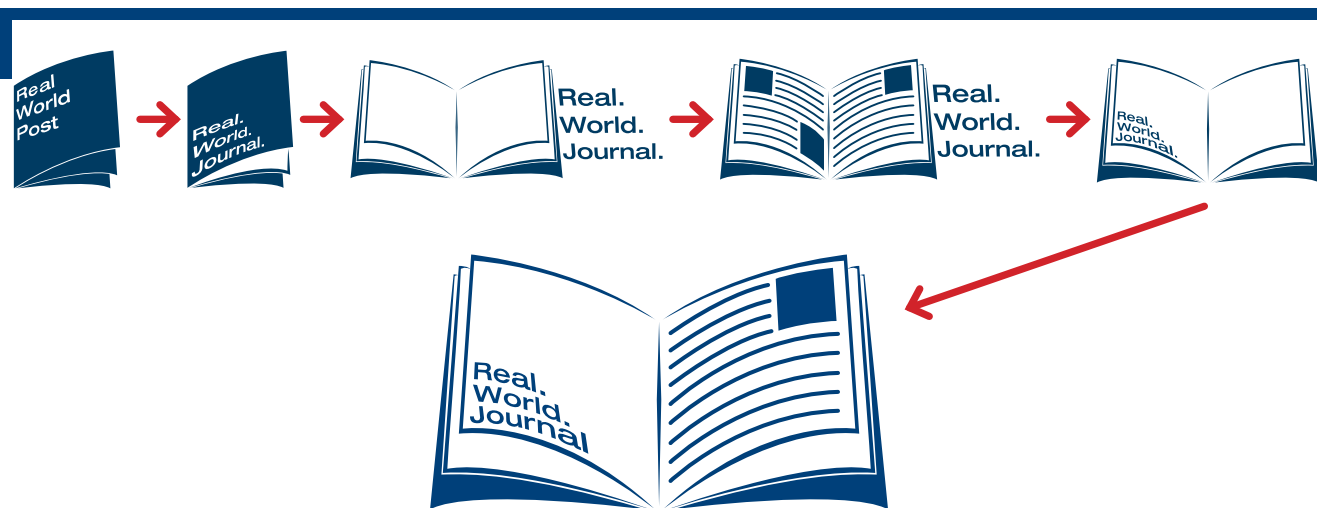
Sketches
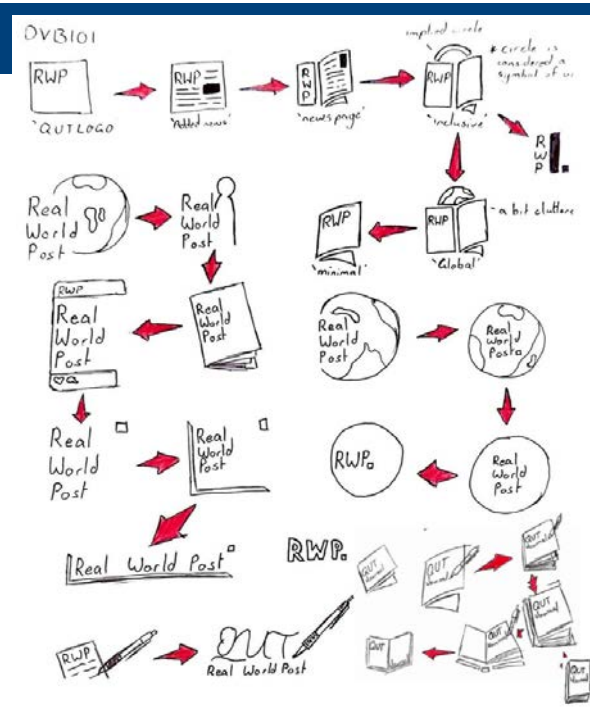
Illustrator Attempts
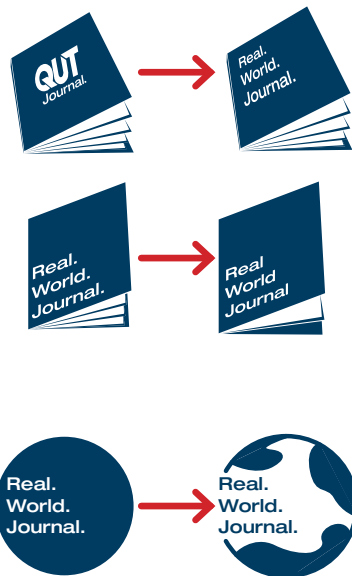
Journey to Final Design

Design Principles

Logo Type
The logo design principles for the emblem-based logo, inspired by flat design and based on the QUT logo, incorporates several key elements.

Gestalt Theory
In relation to Gestalt theory the design utilises symmetry and closure, where the binding of a book is typically found, enhancing the visual balance.

Colour
The logo follows QUT's corporate identity manual, ensuring that the colour is opaque and utilises the university's iconic colours: PMS 541 blue (#00407a).

Line
Line is used in the design to mimic writing, employing a curved line for perspective purposes to convey reliability and readability, with the rounded cap style of the lines reinforcing this idea.

Form
Symbolising a journal, the logo incorporates a filled square in reference to the university.

Typography
The font Helvetica Neue, the official font of QUT, it utilised, with the text warped to appear as if it is written on the page.

Symbolism
The decision to depict the journal as open implies that the reports are available to all readers. Furthermore, an alternative design featuring a closed book, indicates more serious or private topics within articles.

Final Logo

Variations

* Please Note that the rectangular backgrounds are not part of the logo's design. It is used to contrast the design from the background.

1 Reverse Primary

2 Primary Horizontal
3 Reverse Primary Horizontal

4 Secondary Logo
5 Reverse Secondary

6 Secondary Horizontal
7 Reverse Secondary Horizontal

Mock-ups

02 Rhetorical Campaign

Industry Research

Journalism plays a vital role in providing valuable reporting and engaging storytelling. With the popularisation of online news platforms, people have increased access to knowledge, however there is growing concern about fake news. Because of this growing issue, journalists must navigate the internet whilst maintaining accurate and honest reporting.

QUT wants to take the current state of the industry and emphasise inclusive and quality journalism that reflects our rapidly changing world. The fuindamental objective of QUT Journalism is to empower students to create content that sets them apart from their competitors by emphasising unique content over imitation. QUT Journalism students aspire to provide information that is essential for people to know, all whilst offering a fresh and youthful perspective. This approach pushes students to deliver impactful journalism that resonates with diverse audiences.

Style Research & Inspiration

Mood Board

The images successfully capture the zeitgeist of corporate Memphis with its solid colouring, geometric shapes, and cartoonish figures, which reflect the current cultural transition to simplicity.

Corporate Memphis, otherwise known as big tech style, is believed to have been designed by the LA-based studio, BUCK, in 2017 during Facebook's Alegria launch. This design style became popular in the late 2010s and early 2020s, being adopted by large tech companies, hence the nickname "big tech".

Key features of Corporate Memphis include exaggerated human figures, unnatural skin tones, flat geometric shapes, and whimsical colours (Huang, 2022). This style is widely used in the modern world by brands like Apple, Meta, Google, and Slack. Corporate Memphis is obviously heavily influenced by the Memphis design style of bright colours, childish patterns, and oversized geometric shapes which was popular in the 1980s (Huang, 2022).

The corporate Memphis style is easily identified within the rhetorical images by the iconic cartoonish figures and solid colouring. However, the images develop the Corporate Memphis style by manipulating the key features of the style. Rather than using contrasting colours and candy-like palettes, the images instead utilise a gradient palette based on the QUT corporate colour. The human-like figures are made to appear more human by abstaining from disproportionate limbs, and unnatural skin tones by using.
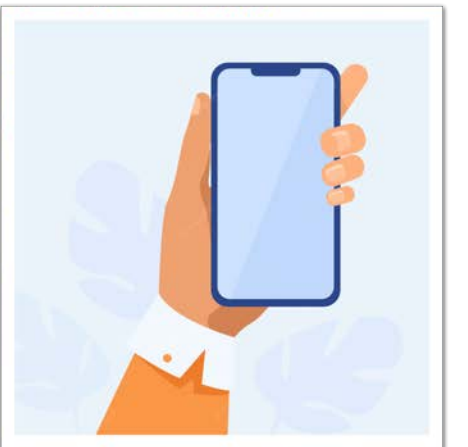

Why do we call ourselves 'a university for the real world'?
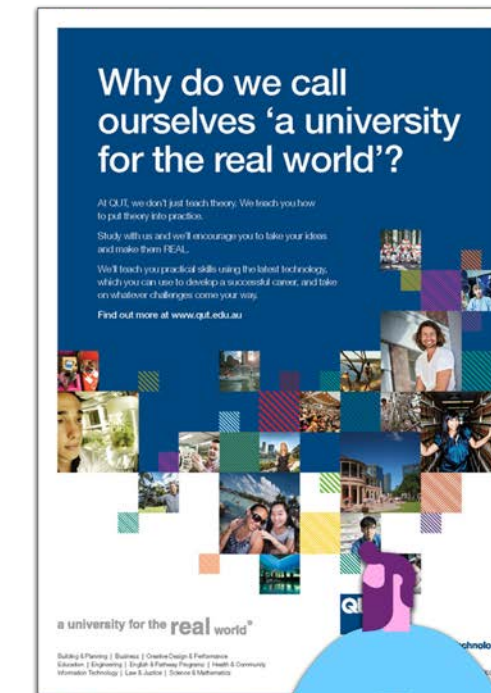
Mood Board
(Helvetica Neue)

Sub Headings
(Arial)

Design Process

The begin the process of designing the rhetorical images, ideas for the potential context and style that would be relevant to the brand was brainstormed. Next, ideas for the images themselves were conceptualised, taking into account various contexts such as A4 ratio prints, billboards and online banners. Following the Adbobe Illustrator attempts, it was evident that the style was effective, however, the imagery did not seem to provoke a strong response. As a result, a decision was made to create new designs that would connect more with the audience. The newly created images sought to convey a streamlined aesthetic using simple shapes. Inadvertently srawing inspiration from the corporate memphis style. The new designs developed the style to appead more human, avoiding the use of disproportionate limbs and opting for a blue gradient palette over the candy-like contrast palette, enhancing the visual appeal and relatability of the designs.

Sketches
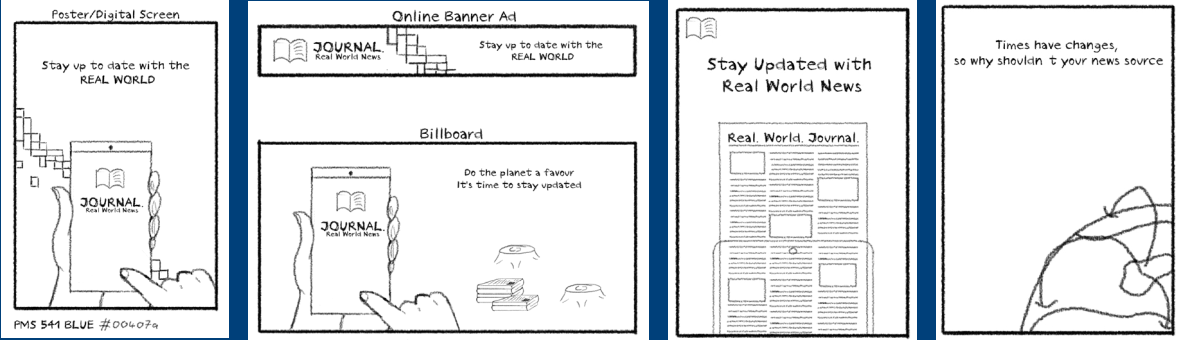
Illustrator Attempts
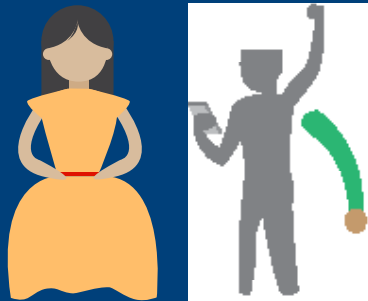
Final Rhetorical Image Series & Campaign Context

Stay up to date with the Real World.
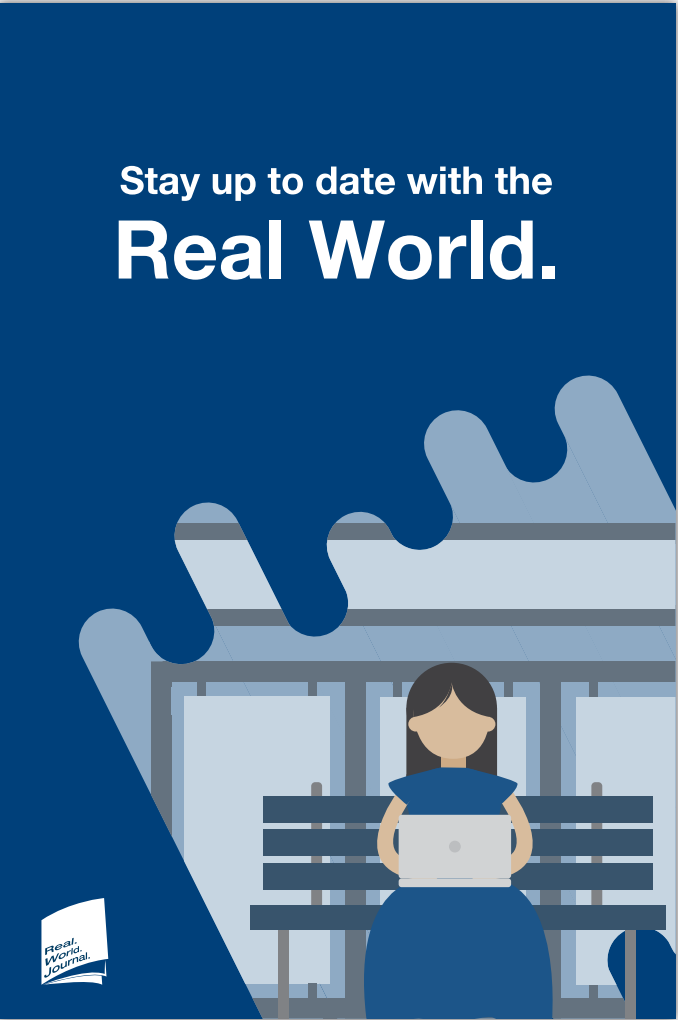
Rhetorical Image 1 Campaign Context

This image showcases a woman using a laptop whilst waiting at a bus stop. It is intended to be displayed at public bus stops and is designed to fit on an A4 1:1.41 (A4) sized poster board. The target audience for this specific image is individuals who are waiting for the bus.

Rhetorical Image 2 Campaign Context

The second rhetorical image is designed to serve as an instagram feed post. It is made to the 1:1 ratio image size to fit the instagram photo size limit. It is strategically aimed at capturing the attention of youthful social media users and individuals proficient in digital platforms.

Stay up to date with the Real World.

Stay up to date with the
Real World.

Real.
World.
Journal.
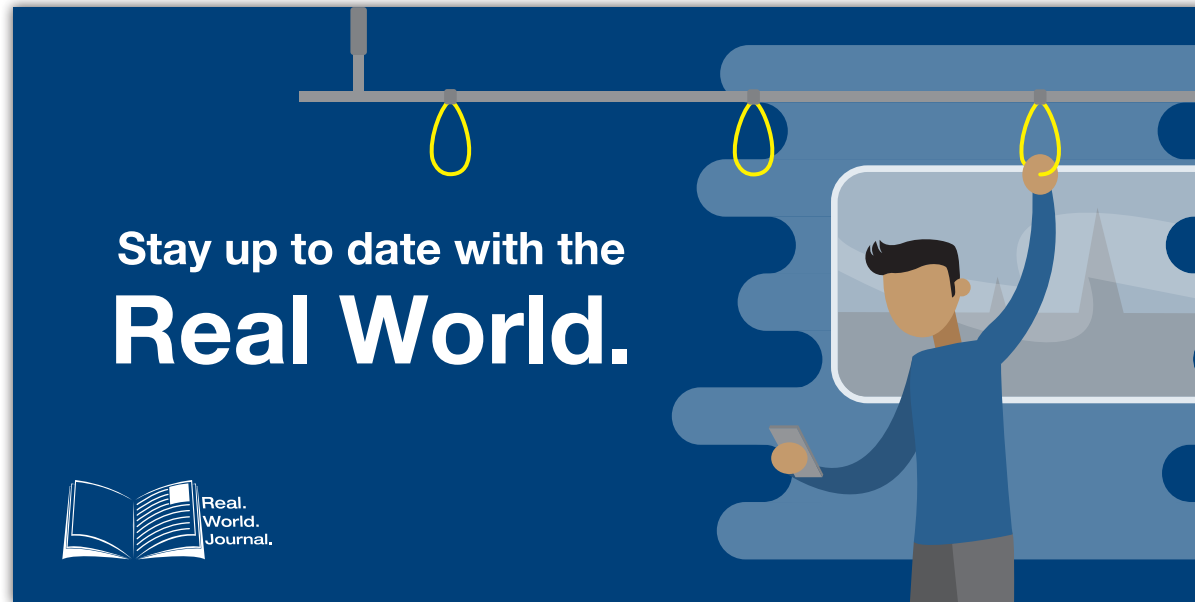
Rhetorical Image 3 Campaign Context

This third image depicts a man engaged in his mobile phone whilst holding onto the ceiling hand rail aboard a train. It is thoughtfully designed to capture the passengers' attention, and as it is showcased on train station billboards it ensures a significant reach amongst a large and diverse audience. Its primary objective is to entice individuals embarking on train rides by encouraging them to educate themselves while travelling.
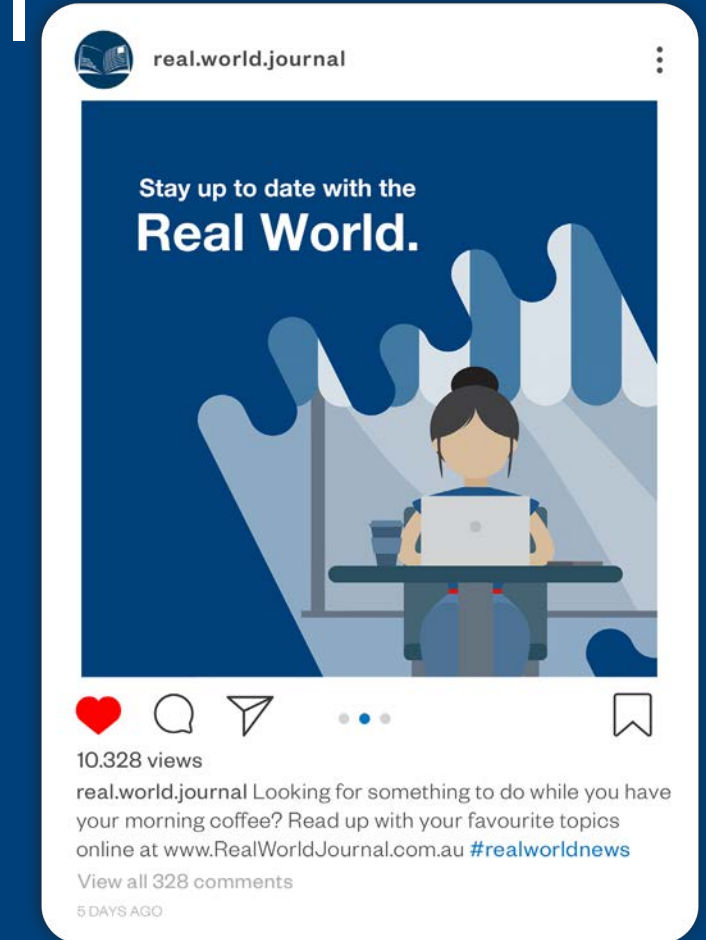
Mock-ups

Overall Campaign Context

Each rhetorical image portrays the mundanity of everyday life by showcasing moments that make up the average person's day, such as waiting for public transport or having a cup of coffee in the morning. These images invite the audience to engage with the Journal and stay up to date with the real world which gives them a pleasant break from the repetition and encouraging them to stay updated in their areas of interest. Within each images, relatable characters are portrayed using a device, demonstrating the accessibility of Journal across multiple platforms. The blend of text and imagery allows the viewer to envision themselves immersed in Journal articles, producing a mirror-like experience that it relevant to their own life.

Bus Stop Poster

Instagram Post feed

real.world.journal

Stay up to date with the
Real World.

10.328 views
real.world.journal Looking for something to do while you have your morning coffee? Read up with your favourite topics online at www.RealWorldJournal.com.au **#realworldnews**
View all 328 comments
5 DAYS AGO

Train Station Billboard

Rhetorical Approach

PERSUASIVE TECHNIQUES

The three rhetorical images use bold typograpy to grab the attention of the viewer and emphasise the fact that the brand provides real world news. This also establishes ethos and enhances the credibility and reliability of Journal as a community media organisation. The images display cultural references as Journal is only accessible to digitally capable audiences. By showcasing different situations and placing them in various locations, the images seemingly create a way to connect with the world while in transit.

Design Principles

Composition
Images 1 and 2 utilise the z rule composition. By placing the text at the top of the image, according to the Z rule, it will be the first item the audience sees, next the brand logo then the illustration of the woman sitting at a bus stop. These stages create more interest and provokes the user to view further.
Image 3 makes use of

Line & Shape
Line and shape is used to generate a cartoonish characters with round edges and backgrounds with rigid edges, this attempts to separate the character and from the environment by creating a sense of motion within the character to catch the eye of the audience.

Typography & Colour
The typography and colour of the image is used to reference QUT, as Helvetica Neue is the corporate font and PMS 541 blue (hex #00407a) is the corporate colour. However, to become more visually appealing, gradients of the blue were made to fill other aspects of the image.

Gestalt theory
The rhetorical images display use of similar and simplicity. By incorporating simple shapes with solid colours, the audience can further interpret the character and background. The use of similar colours allow the image to maintain its focus of referencing the QUT corporate colour.

REFERENCES

Huang, L. (2022, March 14). Blue people and long limbs: How one illustration style took over the corporate world. Retrieved from Webflow: https://webflow.com/blog/corporate-memphis#:~:text=Big%20Tech%20popularizes%20the%20style%20in%202017&text=Designed%20by%20LA%2Dbased%20studio,little%20to%20no%20facial%20features.

Appendix 1: Documentation of Process

Brainstorming
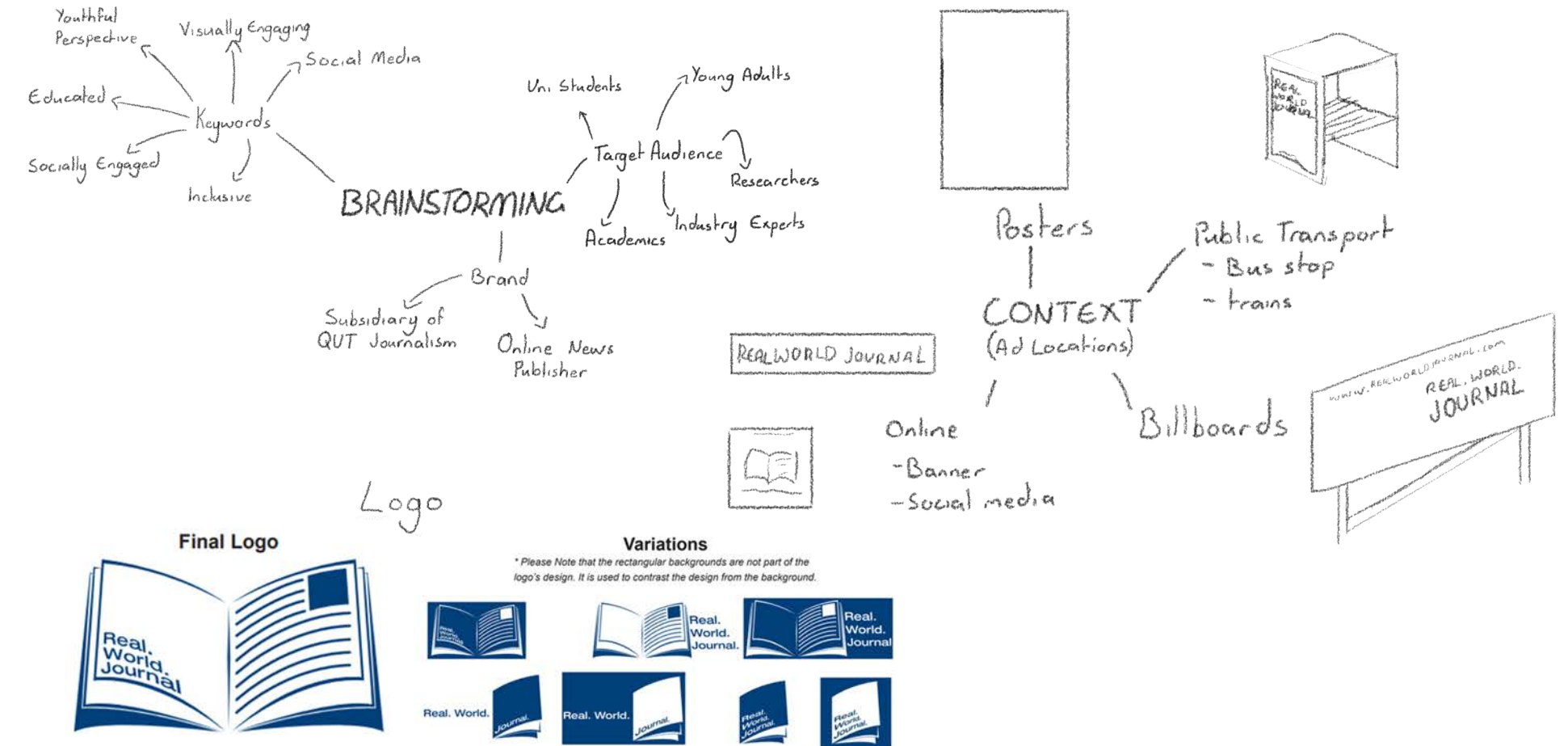
Real. World. Journal. Style Guide

PRIMARY LOGO

SECONDARY LOGO

LOGO VARIATIONS

COLOUR PALETTE

CMYK 100,48,0,52
RGB 0,64,122
Hex #00407a

CMYK 0,0,0,0
RGB 255,255,255
Hex #ffffff

TYPOGRAPHY

Helvetica Neue
Header 24px
Helvetica Neue
Sub Header 14px
Arial
Body Text 12px

Front Cover

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Style Research & Inspiration

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Design Principles

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Appendix 1

Appendix 2

Back Cover

Appendix 2: Task Analysis Document

Page 1

Persuasive Visual Campaign (Rhetorical Image Series)

This task analysis will help you to articulate aspects of your project for your second assignment.

The task analysis identifies information that will help you to target your design work for the major project submission, and provides you with the opportunity for feedback on your design process and design rationale.

Please note: This task analysis should be an ongoing document. You should return to this template for EACH design phase and USE this document as raw notes for your final Design Documentation.

You should complete as many of the document sections, with as much detail as you can, in order to help you in early development stages.

For those sections which prove difficult, discuss this with your tutor and/or research similar brands and design exemplars.

As your project progresses update and refine this document, filling in all relevant sections to summarise your approach.

1. Write down the Keywords / Identity for your selected brand
(For example: Technological, Organic, Fluffy)

Students, Digital-first, social media, respected, valued, local, global, news, university, quality, inclusive, rapidly changing world, innovative, visually engaging, educated, socially engaged, youthful perspective.

2. Context for the Design

The Brand

What is the name of the brand?	The name of the new brand is Real. World. Journal. (AKA Journal).
What is it?	Journal is a new QUT Journalism student publication comprising of QUT Journalism students dedicated to producing high-quality content. As a prominent publication within the QUT community, Journal showcases the outstanding work of QUT's aspiring journalists. They strive to uphold the highest standards of journalistic integrity while also providing a platform for students to amplify their voices. Journal represents the enthusiasm and the professionalism of QUT's journalism program, prioritising meaningful connections and engaging narratives.
What is its key purpose?	Journal's operates with the key purpose aligned to QUT Journalism, aiming to highlight inclusive and high-quality journalism that reflects our rapidly changing world. QUT Journalism empowers students to produce distinctive articles that distinguish them from competitors, with a strong emphasis on originality rather than imitation. Journal attempts to provide a fresh and youthful viewpoint on critical information that people need to know. This method encourages students to create impactful journalism that connects with diverse audiences, establishing a strong connection between news and society.

Page 2

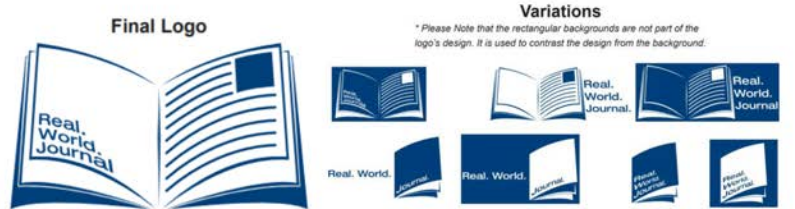|	
How should the brand communicate its identity – where would be key places a brand such as this could establish its profile (billboards, local publications, online placements)? You may need to research similar brands to identify all possibilities here.	Typically, online news publishers advertise their articles through website banners, google search sponsors, etc. However, it has become recently popular to advertise on social media platforms like Instagram and Twitter. Doing so maximises the reach and engagement within the target audience of online readers. Though as a newly created subsidiary of QUT Journalism, the brand can take a more traditional route and advertise on billboards, bus stops, and poster boards in high-traffic areas to start out. If placed in appropriate locations, this can become a very suitable method for Journal.

Page 3

The Demographics / Audience

Who is the key market for this brand?	The key market for Journal primarily consists of educated and socially engaged readers. These individuals value knowledge and actively seek out reliable and informative content to stay up to date on current events and important topics. They will be able to interact with complex issues because of their strong education and critical thinking. Additionally, they are socially engaged, taking part in discussions and debates. The audience values the brand's commitment to providing reliable and thought-provoking news articles that cater to their intellectual needs. By targeting educated and socially engaged users, the brand can effectively engage with an audience that values credible information creating a strong bond between the news and society.
Is there more than one target audience (e.g. primary and secondary)?	Possible secondary target audiences could be industry experts looking for updates and insights, academics, and international readers interested in global perspectives. Industry experts tend to rely on news articles to help them make informed decisions by viewing insights and analyses relevant to their industry. Academics look for news articles that could contribute to their research and provide reliable references. Finally, international readers are interested in viewing news articles that provide global perspectives to broaden their understanding of different cultures and environments.
Briefly profile your audience's demographics – interest, situation etc.?	The typical reader of Journal is a tech-savvy individual, most likely an educated university student or young adult. This group of readers has a wide range of interests, spanning from technology to lifestyle or politics. They return to Journal articles as they are written from a youthful perspective, allowing them to relate to the content on a personal level. Journal captures the reader's attention and interest with its engaging and informative approach.
Is it a niche audience or a broad audience?	Journal attracts a broad audience due to its daily coverage of a wide range of topics aimed at general audiences.

3. Design Outcomes

Logo / Logo variations:

Final Logo

Variations

* Please Note that the rectangular backgrounds are not part of the logo's design. It is used to contrast the design from the background.

Page 4

Visual Design

What is the type of representation (Line / Form / Colour)?	Line is used to build the logo, which resembles a journal, in which a journalist would write. The Logo's colour takes the QUT corporate colour to subtly reference its connection to the university. Lastly, the text shown on the logo is a twist on the QUT text, curving it to appear as if it is on the page.
Does the design work because it uses a specific style? What is this?	This design works in terms of referencing QUT and being identified as a news brand because it is a clear portrayal of a journal/newspaper. It's minimalist design creates a sleek and modern take on a notebook which creates the appeal to those wanting to be educated.

Communication

What is the principle message of the logo?	The principle message of the logo, being an open book, shows that the brand is associated with knowledge, education, transparency and accessibility. It signifies an inclusive environment where information is shared openly and freely, it invites readers to explore and engage with its content.
Is there more than one message? Try to articulate the message is as clearly as possible.	The utilisation of two logos in Journal serves a functional purpose. The open-book logo communicates that the article is open to all readers, promoting inclusivity. The closed-book design, on the other hand, conveys an article that discusses more serious or intimate issues, indicating that Journal also dives into deeper and thought-provoking topics. This dual logo approach effectively communicates Journal's commitment to broad accessibility as well as engaging discussions on more complex and important issues.

Rhetorical Images:
NB. This following section will be developed on an ongoing basis as the project progresses, but use this section as early as possible to start identifying an understanding and direction for the work.

Visual Design

What is the type of representation (style, aesthetics)?	The rhetorical images are represented using a minimalistic design. This choice is to make the images appear modern and up-to-date with current design trends. This can be paired with the text "Stay up to date with Real World Journal" to be interpreted as a statement, saying the brand adopts modern techniques such as providing news on social media and websites.
What does it do (emotional)?	The images tap into the mundanity of waiting for transport, where typically passengers would either wait while doing nothing or scroll through their phone. The images take note of these occurrences and invite them to view Journal's articles whilst they wait (for the train or bus). The imagery shown in the rhetorical images resembles the audience at a respective location. The train station billboard shows a man riding the train, and during his potentially long trip, he reads Journal. Similarly, the bus stop poster portrays a woman waiting for the bus and reading Journal on her laptop. This shows that Journal can be read from a variety of devices and creates a mirror-like experience when looking at the images. These images create a connection with the reader, like an "Oh I'm waiting at the bus stop with nothing to do, maybe I should read something while I wait" feeling. The online banner image has the same effect as displaying that Journal can be read during different situations and from a variety of devices.
How is it used (lifestyle/context)?	The rhetorical images are placed in public locations such as train stations, bus stops, and online ad banners. As these are high-traffic areas, many public transport users will see the images. The imagery shown is of people in

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Visual Communication Design
Task Analysis Document | Design Portfolio 2

	the same location to create a connection with the audience.

Audience

Target persona / type example: Describe a specific audience for the image?	The target audience type for the images is individuals like James, a 24-year-old software developer who works in an office in the city but must travel from outside the city. The demographic for these images includes young professionals who commute and rely on public transport to travel to and from work. During their commute, these individuals typically have downtime and prefer to educate themselves. The images appeal to modern, tech-savvy, and educated readers like James by offering a diverse range of topics to read. In this case, James is drawn to the technology section as it aligns with his personal interests and professional field.
Describe their demographic (Who), interests, skills, background etc.?	As a young professional, James belongs to Generation Z, which is known for their fluency in technology and digital media. As he is employed as a software developer, he knows his way around tech and has an interest in the latest technology developments. His office-based work environment indicates that he is in a knowledge-based industry and seeks relevant information to stay updated and enhance his professional skills. James' choice to read articles from Journal whilst waiting and riding the train showcases his willingness to stay informed.
Psychographics - Why will your persona desire this brand?	The brand is desirable to the described demographic because it relates to them. It shows the audience that it is a news publisher for educated readers through its advertising, with readers solidifying the statement when they see it for themselves. For example, many people would wait around a train station and if the rhetorical image was seen, they would see that the image relates to them. Seeing themselves in this image as if it were a mirror, and seeing that they're just standing there, they would look for something to do, and the first thing they see is how to visit the Real World Journal website.

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Visual Communication Design
Task Analysis Document | Design Portfolio 2

Communication

What is the principle message of the images?	The images' principle message is telling the audience to spend their time wisely and beneficially by staying up to date with news and other articles through Journal. By specifically targeting the audience with the text "while you wait for the bus/train" the image speaks directly to the viewer and invites them to educate themselves while they wait.
Is there more than one message?	A smaller message given by the images is *any device, any person*. This message is much more subtle and is portrayed by the use of different individuals within the rhetorical images and as they are using different devices to access Journal, it shows that the site is available on a variety of devices.
What is the type of rhetorical appeal?	The images appeal to primarily logic as the images display text that suggests that the viewer should read Journal whilst they wait for their transport. It gets into the mind of the viewer, "Why don't I educate myself while I wait?"
How have you used layout to enhance the visual communication?	The images utilise the rule of thirds to enhance the visual communication by creating focus on the text and the illustrated character as they are the primary focus of each image.

Zeitgeist / Style

What is the essential **zeitgeist** of the style (e.g. your style influence / era)?	The images successfully capture the zeitgeist of corporate Memphis with its solid colouring, geometric shapes, and cartoonish figures, which reflect the current cultural transition to simplicity. Corporate Memphis, otherwise known as big tech style, is believed to have been designed by the LA-based studio, BUCK, in 2017 during Facebook's Alegria launch. This design style became popular in the late 2010s and early 2020s, being adopted by large tech companies, hence the nickname "big tech".
Have you clarified the style employed and researched specific designers / approaches?	Key features of Corporate Memphis include exaggerated human figures, unnatural skin tones, flat geometric shapes, and whimsical colours (Huang, 2022). This style is widely used in the modern world by brands like Apple, Meta, Google, and Slack. Corporate Memphis is obviously heavily influenced by the Memphis design style of bright colours, childish patterns, and oversized geometric shapes which was popular in the 1980s (Huang, 2022).
Have you developed the style?	The corporate Memphis style is easily identified within the rhetorical images by the iconic cartoonish figures and solid colouring. However, the images develop the Corporate Memphis style by manipulating the key features of the style. Rather than using contrasting colours and candy-like palettes, the images instead utilise a gradient palette based on the QUT corporate colour. The human-like figures are made to appear more human by abstaining from disproportionate limbs, and unnatural skin tones by using.

4. Examples of designs

Include approximately 4 types of images, advertisements and posters etc. that can provide inspiration for your series and use styles that you are drawn to (this is part of the background research of the field).
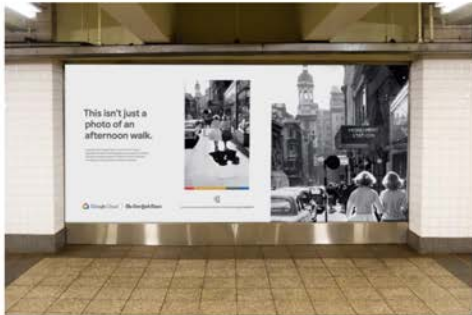
These should be examples that influence your design and may be used in your design document to show your design influences.

(NB. these should be inserted in the following pages)

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Visual Communication Design
Task Analysis Document | Design Portfolio 2

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Visual Communication Design
Task Analysis Document | Design Portfolio 2

References

Huang, L. (2022, March 14). *Blue people and long limbs: How one illustration style took over the corporate world.* Retrieved from Webflow: https://webflow.com/blog/corporate-memphis#:~:text=Big%20Tech%20popularizes%20the%20style%20in%202017&text=Designed%20by%20LA%2Dbased%20studio,little%20to%20no%20facial%20features.