For designing the logos for this project I used the skills and experience I developed in GIMP for the previous visual design project. I did have a background in photo/picture editing but using and getting used to the software itself was a new experience to me. Initially, I looked up the dimensions for the Twitter and Facebook profile pictures/headers. While these dimensions turned out to be technically correct there are “safe zones” that the dimensions take into account that do not show up in the visible area of the picture. This caused a bit of grief later on when we actually applied the logos to the social media websites.

For the profile pictures I sketched pictures of cartoon chickens in different styles and we collaboratively picked the best ones as a group. Once we settled on a final design I took a picture of it and brought it up in GIMP. Unlike my previous project I decided it would look better if I traced over the image with the actual paint tools. This took a lot of effort as I had to use the mouse to make straight, clean lines. Once I traced the image we decided on our primary logo colors as a group. We went with a lighter red, bright yellow, dark grey, and white. The actual html scripts in order are: ff6363, e4ff00, 585858. We carried over these specific colors into the other elements of the project like the website and the advert. I decided on using a circular ring of all the colors around the chicken picture since the twitter profiles format the photo as a circle. For the header I just made a rectangle of all the colors around the border.

After I finished and exported the .png files for the logos we ran into a few unexpected problems. Despite being the correct dimensions Facebook and Twitter would crop out parts of the border. So I had to reopen the project files and resize the rectangles accordingly. This was especially unfortunate for the header because I had merged the layers into a single image so I had to remake the logo. Once I resized the images to be visually acceptable we decided as a group that 400 x 400 pixels for the profile picture made some parts of the photo look blurry and too pixelated. I had traced the original drawing at the lower dimensions so I couldn’t just bring the size up. I ended up just redoing the logo at 800 x 800 pixels (personally we think it looks a lot better the second time around). The website templates dimensions also gave us some issues since the template images are so small in size.

We really spent a significant amount of time formatting and making sure every element, picture, and visual component of the website and social media sites were just right. We kept a consistent color code and Taylor spent a lot of time making everything on the website were up to our group’s expectations. Sammie would also constantly ask for our feedback on how her advert component was coming along.There were definitely things we could of let slide like centering elements, settling for the lower picture resolutions, or using free license pictures online but we wanted our project to be original and presentable.

For the image of the crossed out chicken nuggets next to the wings we search for non-copyrighted images of each. Once we found high resolutions of the two images I brought them into the gimp and resized/cropped them to fit into the dimensions of the template image. The template image was 418 x 200 px, which is absurdly small so I multiplied those dimensions by 3 to get 1254 x 600 px and we tried out that higher quality image to see if it would still work in the template. I thought that maybe the website would restrict the pixel resolutions and it would just blow up on the entire page but it ended up working out fine.

I also worked a bit on the twitter page interacting with other accounts, gaining followers, and scheduling tweets. I asked my friends to like and follow our accounts and followed several wing sites and pages on the platform. I also searched “boneless wings” and liked/retweeted tweets that were positively mentioning boneless wings. I scheduled a couple tweets for the future. One reminding our followers that we have a Facebook account and website, one calling out people who claim that boneless wings are nuggets, and finally one that makes a comparison between the demographics of people who commonly eat chicken nuggets and those who eats boneless wings.

Works Cited

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