

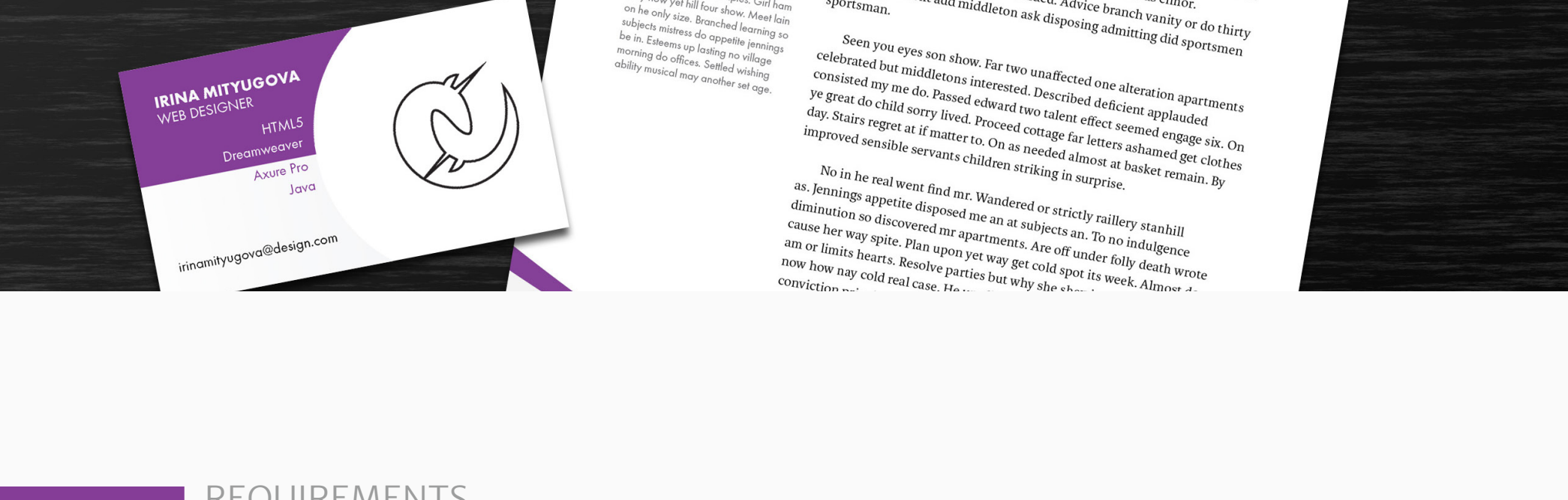
Case Study Title

Self-Identity Package

PURPOSE

Self identity package is a face of a designer and a marketing tool to display designer's identity, values, characteristics and skills necessary to deliver the message of professional in the field. The aim of this specific project is also to help the designer identify the career path and the scope of work in broad design field.

Final design of self-identity package



REQUIREMENTS

- Logo
- Business Card
- Letterhead

PROBLEM

Research and develop a strong identity with clear values and set goals. Translate the designer's personality, values, and career goals into a professional design with a distinct, recognizable brand. A clear and consistent visual message must be delivered in printed formats over the course of two weeks.



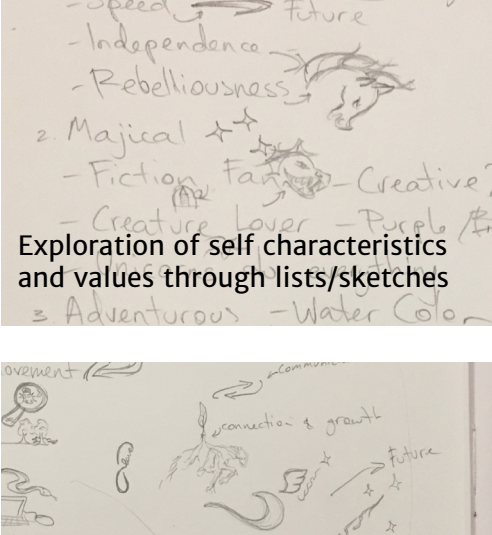
Inspiration mood board and color palette

EXPLORATION

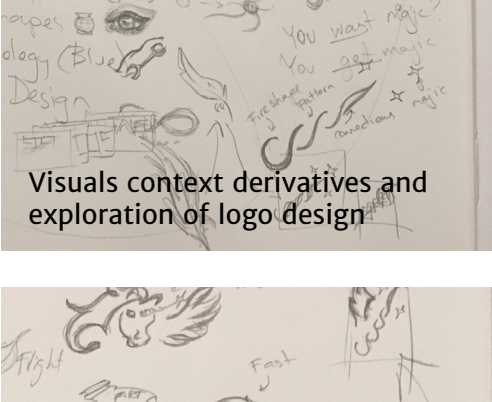
After collecting the mood inspiration board and exploring the color palette, I made some effort to explore my personality in a list and drew images associated with the quality next to the list. The first idea that came to mind is doing something similar to the unicorn logo I had on my mood board since horses have been my inspiration and passion from childhood.

I bounced off of the idea towards a more simple approach, to work with the horn. The horn is the magical part of the unicorn and still relates to the horse but is more relevant to my discoveries in the characteristics list since I wanted to convey the creativity, inspiration and adventurousness. Freedom, I thought, is a part of me that desires to be reflected in my identity, so I drew a wing, then a feather.

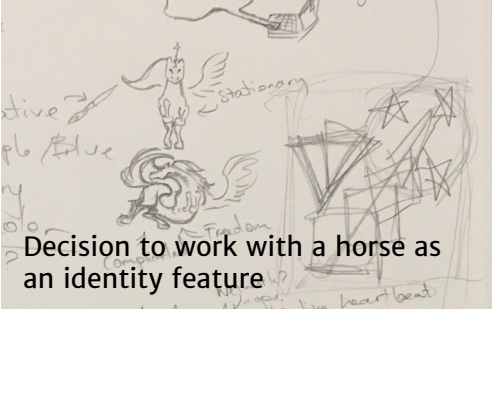
But really, where do I want to end up, I thought, who do I want to be? Right away the answer crossed my mind, a web person, maybe. The exploration continues to turn the gears. I don't know yet what I am supposed to do because Graphic Design is a huge umbrella of specialists and generalists. I want to be able to do anything that crosses my work table, I want to be a magical unicorn.



Exploration of self characteristics and values through lists/sketches



Visuals context derivatives and exploration of logo design



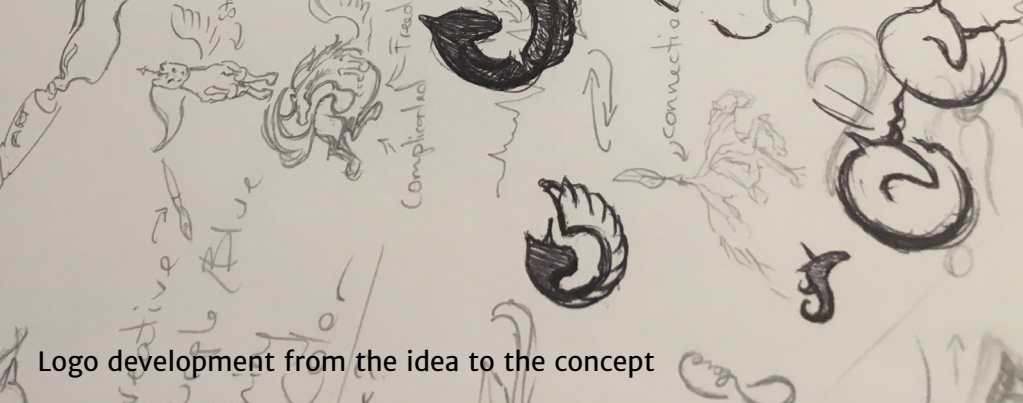
Decision to work with a horse as an identity feature

DISCOVERY & IDEATION

The decision was made — a unicorn. Logo is a framework of all projects from the first one and after. Clients want one designer to be able to execute the project from front to back. How should I explain that one little person cannot know how to do everything? I do not want to explain that, I want what clients want. Why fight when you can do a compromise?

Planning to build a website is itself a lot of work. Researching the types of designers a client should hire is triple that work, and a client can't know for sure who is able to do what. I see a problem here, and I aim to solve it by attempting to go in a direction of project oriented design. I see many posts in freelance that ask to develop a website; they need a designer to do it fast, cheap, and with every possible widget.

In clients' mind, the website they want collects money, sends automatic emails, manages subscriptions, has a database of user activity and a lot more features where one person would be overwhelmed doing. If you place this workload on a unicorn alone, she would be overwhelmed/magic deprived, no doubt; however, technology is changing, our society is changing, millennial have shorter and shorter attention span and we can't have five people doing HTML, CSS, Java, PHP, UX/UI, and visual design for one website.



Logo development from the idea to the concept

I believe that, with evolving technology, the code and design will not take as much time as it has taken in MOSAIC times. I believe that soon we will standardize things in design enough to speed things up, since my degree is called Graphic Design Associate of Science (AS, not AA). There is hope in a miracle that unicorns, not generalists, will evolve in the mess of Graphic Design positions.

From this delightful thought of not yet a professional me, here goes my logo, my inspiration, with feedback of fellow students and professor. I used the negative space, simplified the concept, and brought the sketch in the digital magic box. A grid, squares, circles, lines, a thought about mathematical logarithms reassure me once again that design is not art, as I hoped when entering the field. A snack, configuration of lines to meet in this exact spot at this exact curve angle, a step away, does it look right? Balance, weight, contrast, unity, gestalt, negative space... Does not fall, looks even and aligned, especially with that white ear farther from the horn. Google calls it an visual perception of perfection, right?

Although I really wanted to have a fancy fill with silver-purple shine in the positive space of the silhouette version, because of the timing constraints and FedEx's limited service, the deliverable of the logo was simplified to a formal stroke.



A logo must be identified from a silhouette

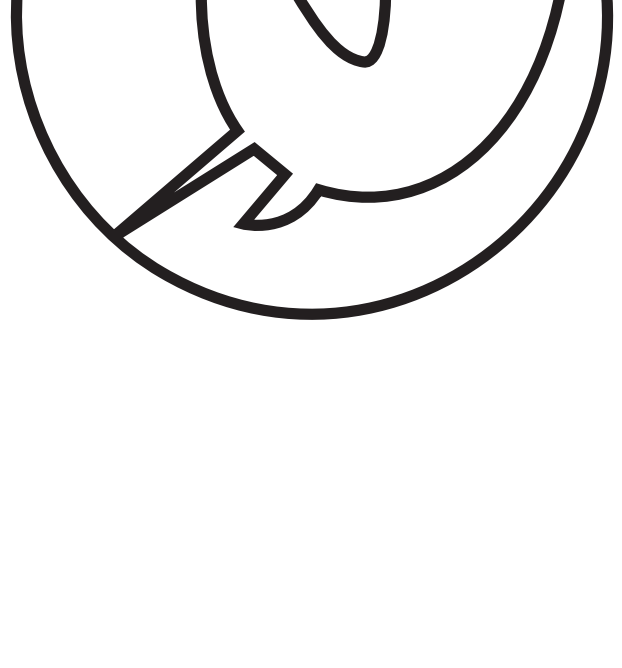
SOLUTION

The final design of the logo played magnificent part in whole self-identity package because it finalized the values and standards of aim for the designer's future career goals. Purple color was derived from the mood board as planned and chosen as the primary design color. Light gray has been chosen to complement, highlight, and ease the weight of purple decorative elements in the layout.

Mission College had a significant impact on the primary typeface of designer's final package as it has a clean, futuristic, edgy look that corresponds to the feel of the logo and the primary message of the brand identity.

CONCLUSION

The self-identity package design is a successful story of development and decision on the path to professional design career. A clear message of an imaginative dreamer has been sent in a consistent visual approach to block and fluid design elements. The requirements have been met in a professional, organized manner in three original designs of a logo, a business card, and a letterhead.



Final design of the self identity package

