**Jamie Noble**

* **Logo Analysis**

Add composition and symbolism

Discuss overall graphic style and how it fits the purpose

* **Annotate mood boards** (Chosen festival logos over the years and similar festivals) by answering questions on the slide.
* Logo mind map needs to be computer generated to improve presentation
* Change titles (see separate sheet)
* **Company Profile**- add more graphics to improve page presentation

**Logos (sketches, Illustrator, Bitmap and Development of Icons)**

* Add logo introduction paragraph- (before sketches)

You need to write what a logo is (definition) and the **purpose** of a logo, what makes a successful logo (google this if you don’t know!), where logos on used by companies- different platforms, i.e. websites, app interface, website, merchandise etc.

* Improve presentation- placement on page
* Write in full sentences rather than bullet points
* When annotating your screen shot, you must highlight the tools and techniques you used to create the logo in **bold**. You should mention tools and techniques in EVERY piece of annotation with EVERY screen shot.
* Summary of logos needs to be in more depth- When annotating logo designs/developments discuss; - pros and cons, how well the design reflects the brand, how well it appeals to the target audience and how well it meets is purpose. Don’t say ‘because it stands out’

***Examples of tools could include: Blend tool, layers panel, selection tool, pen tool, clipping mask tool, eraser tool.***

If you don’t know the name of the tool you used- google it!

***Examples of techniques include; layering, adding gradient, pattern, texture, text, using filters etc.***

When annotating each design, you need to write about WHY you chose to create each technique. Don’t say- because it ‘stands out

Your reasons need to be;

1. Related to the **purpose**- what is the purpose? How does this meet the **purpose**?
2. **Target Audience**- how does it appeal to the target audience?
3. **The brief/brand**- how well does it reflect the festival? Time of year, genre of music, atmosphere etc.
4. **Evaluate/summary of** logos, discuss:

-Why did you choose these icons? ***Compare to other icons.***

-Do they meet the **purpose**?

-Is the branding of your icons consistent with your logo?

-Are they suitable to be used on **different platforms**? (App, website, interactive screens etc)

* **Evaluate/summary of** final chosen logo- which one is this?, discuss:

-Why did you choose these icons? ***Compare to other icons.***

-Do they meet the **purpose**?

-Is the branding of your icons consistent with your logo?

-Are they suitable to be used on **different platforms**? (App, website, interactive screens etc)

**Icons**

* Add an **introduction paragraph** explaining- what an icon is (definition), the purpose of icons, what makes a successful icon and where icons are used by companies (i.e. app interface, website, interactive screens etc)
* Add icon **mind map digital generated**
* **Add icons research on websites, apps etc- images of.-** Annotate- What do you notice about these icons- what are the differences/similarities?
* **Unclear** how icons have developed? Shape, colour, composition etc.
* Need at **least 4** developments per icon.
* **Annotate** icon developments- How did you create the icons? Screen shots needed.
* What did you change between each development and why?
* Annotate screen shots explaining **tools and techniques** used in Illustrator to create the icons. (in bold)
* After explaining the tools and techniques you used under each screen shot, say **WHY**. Your reason should link to the **brief, purpose and target audience**- nothing else!
* **Summarise** the pro’s and cons of **each** icon development (not bullet points, full sentences)
* Put icons on one page each
* **Evaluate/summary of** final icons, discuss:

-Why did you choose these icons? ***Compare to other icons.***

-Do they meet the **purpose**?

-Is the branding of your icons consistent with your logo?

-Are they suitable to be used on **different platforms**? (App, website, interactive screens etc)

**Roll Over Image**

* Add an **introduction paragraph** explaining- what a rollover image is (definition), the purpose of roll over images, what makes successful roll over images and where are roll over images used (websites- see powerpoint of examples)
* Annotate screen shots explaining tools and techniques used in Photoshop to edit images. (in bold)
* After explaining the tools and techniques you used under each screen shot, say WHY. Your reason should link to the **brief, purpose and target audience**- nothing else!
* **Summarise** the pro’s and cons of **each** roll over image development (not bullet points, full sentences)
* **Evaluate/summary of** **final** roll over image, discuss:

-Why did you choose this roll over image? ***Compare to other images.***

-Do they meet the **purpose**? (Festival Photo of the Year)

-How does it reflect the festival?

-Does it appeal to the target audience?

-Is the branding of your roll over consistent with the rest of your brand?

-Is the image suitable to be used on **a website/app**?

* You need to include a wider range of **more complex** Photoshop tools and techniques to edit your roll over image- including different ways of manipulating the image- to achieve a distinction.

**Banners**

* Add an **introduction paragraph** explaining- what a web banner is (definition), the purpose of web banners, what makes successful web banner and where web banners are used (websites- see powerpoint for examples)
* Annotate screen shots explaining **tools and techniques** used in Photoshop to edit images. (in bold)
* After explaining the tools and techniques you used under each screen shot, say WHY. Your reason should link to the **brief, purpose and target audience**- nothing else!
* **Summarise** the pro’s and cons of **each** banner development (not bullet points, full sentences)
* **Evaluate/summary of** final banner, discuss:

-Why did you choose this banner? ***Compare to other images.***

-Do they meet the **purpose**? (Advertising)

-How does it reflect the festival?

-Does it appeal to the target audience?

-Is the branding of your roll over consistent with the rest of your brand?

-Is the image suitable to be used to advertise on **a website/app**?

**Final Graphics *(Website with icons, app, roll over image, web banner)***

* *Present the ‘family’ of graphics on one page.*
* Present each graphic with a step by step guide in a suitable presentation format for a magazine. You could use Canva/similar app for layouts.
* Images need to be bigger and clearer.

**Merchandise**

* Wristband branding is not consistent with all other branding- text/images
* Swap this logo for new logo with same font as posters on all merchandise- hoodies etc.

**Evaluation**

Your evaluation is here but a little brief. Use the criteria to help you meet the requirements for a distinction.

Tasks highlighted above are missing? Have you completed these?