

# MD171 Milestone One

## My intention on my Design:

My logo design was divided into three thought processes: color, shape, and representation. However, the main goal I wanted to achieve for this design was simplicity, because simple logo designs create lasting impressions. “Less is more,” as some say.

For personal aesthetic, I chose the colors blue and grey for my logo. The blue will be used to create a contrasting outline to the grey, making a ‘spotlight’ for the main word, Bionic. The color was chosen out of simplicity, inspired by the logo, ‘Back to The Future.’ The color grey with the use of gradient, was chosen to be the metal, robust side of the word Bionic.

The shapes of my design are composed of squares, and circles. I decided to make use of disproportion in my logo as I wanted to capture how they are unique to each other but can be pieced together to create the literal depiction of ‘building blocks of life’, relating to the fundamentals of molecular components. I also perceive these shapes as cities, skyscrapers and modern designs.

For representation, I’ve explained the majority of the design through color and shapes but for personal aesthetic, I included intentional line sketches and gears. The gears were added to represent machinery and technology while the line sketches signify development and process. There’s a lot of components representing technology in my design as I think technology is something that becomes increasingly common and rapidly grows, maybe to the point where life has to be accompanied by technology all the time.

## My processes on Adobe Illustrator:

My process on making the logo was similar to what I learnt in Lab 4. I took a picture of my hand drawn logo and followed the steps from Lab 4 to get into work. My file was set to centimeters to be able to add guidelines easily on my project and align my drawing with the background.

The tools I used aided me in creating desired shapes for my design. I took advantage of using anchor points and the direct selection tool to move and bend my shapes around. When designing the letter ‘B’ and the gears, the capability of converting anchor points either to smooth or sharp eased my process in making rectangles smooth and ellipses pointy. Experimenting with the free transform tool and the free distort tool gave me freedom to morph and angle my shapes easily. The use of the selection tool helped me group all my separate shapes together and merge them into one using pathfinder. My experimenting helped me discover the use of the minus front option in pathfinder to make holes for the letter ‘B’ and ‘O’ of my logo.

In my process, there were six layers in total. There was a layer for the photo and a layer for the blue outline placed over it. The outline design was the bottom layer and the first design I worked on. The top layer are the sketch lines as they were the easiest to make. In between these layers, there were two layers for the two gears and are placed above the layer of the outline design and below the ‘Bionic’ design layer.

I clearly went crazy with the gradient on my design even though I wanted to achieve simplicity. I felt that having minimal color made my design dull. Therefore, I changed up the color palette and tried to add a nicer touch to my gears, outlines and ‘Bionic’. Options such as the free form gradient was used on the gears as well the normal gradient choice to hopefully make the metal look on ‘Bionic’.

As you can see, planning from the beginning to the end was a straightforward process and the knowledge I’ve gained from attending the labs helpful to this milestone.