

Learning Journal

- diving into the graphic design history
- uncovering important design principles
- learning different software tools
- applying modern concepts to analyse and design logos
- creating state-of-the-art screen designs

Main Focus/Theme:

In this lecture we got an overview of the history of graphic design starting back from 15000 BCE until 1920 CE

It started with cave paintings and went from translating visual code to different alphabets like the Greek alphabet or the Latin alphabet. Paper was invented which was used to write books. Additionally, the Gestalt Principles were shown. This is a great inspiration of how design works.

Cave Paintings



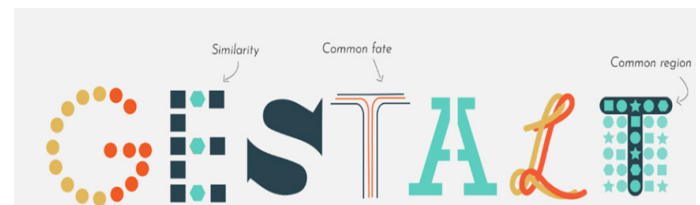
Old graphic symbols



Key Concepts & Takeaways

The Gestalt principles were shown. It is interesting to see which laws and principles are applied to specific designs.

We took a look at different laws such as Emergence, Reification, Multistability, Invariance and many more.



Reflection & Analysis

I learned that there are many different approaches how a design can be interpreted.

I don't have learned anything about these principles so far. Therefore it was quite interesting to me.

Questions & Goals

I will discover some Designs in the internet and try to analyse them which principles where applied to them.

Main Focus/Theme:

The evolution of graphic design and visual arts from 1900 to the 1950s. In this course we got an overview of the different eras and their trends. We got to know many designs and people who influenced their era. The Modernist era is covered by the following movements:

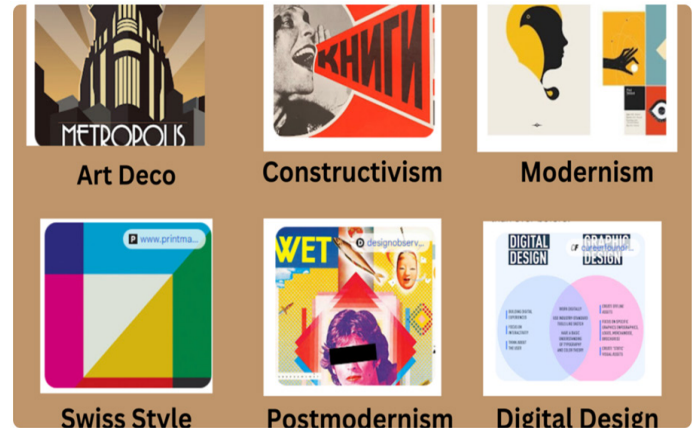
Cubism, Futurism, Dadaism, Surrealism, Expressionism, Plakatstil, Russian Suprematism and Constructivism, De Stijl, Bauhaus

Many artists expressed their arts by using different techniques.

The movements emphasized simplicity and functionality. They prioritized clean lines, geometric forms and typography as central design elements. Modernist design embraced the principle of „form follows function,“ using design as a tool for communication.

Key Concepts & Takeaways

It was interesting to see how the different trends affected the history of graphic design.



Reflection & Analysis

I learned that there are many people who influenced the history in graphic design. At the end of the lecture we started with our team assignment. We need to create a presentation about a certain age of information.

Questions & Goals

I want to go through different eras and try to understand why they chose the specific designs.

For the next lesson, our team need to create a presentation about Psychedelic and Counterculture Design (1960s).



Main Focus/Theme:

In this lecture we went through different eras of graphic design:

Key Concepts & Takeaways

1. Art Deco and Streamline (1930s)
2. The Rise of Corporate Identity (1940s – 1950s)
3. Swiss/International Typographic Style (1940s-1960s)
4. Psychedelic and Counterculture Design (1960s)
5. Postmodernism and Radical Design (1970s- 1980s)
6. The Digital Revolution (1980-1990s)
7. Web Design and the Dot-Com Boom (1990s-2000s)
8. Minimalism and Flat Design (2010s)
9. Responsive and Mobile-First Design (2010s)
10. Sustainability and Inclusive Design (2020s-Present)

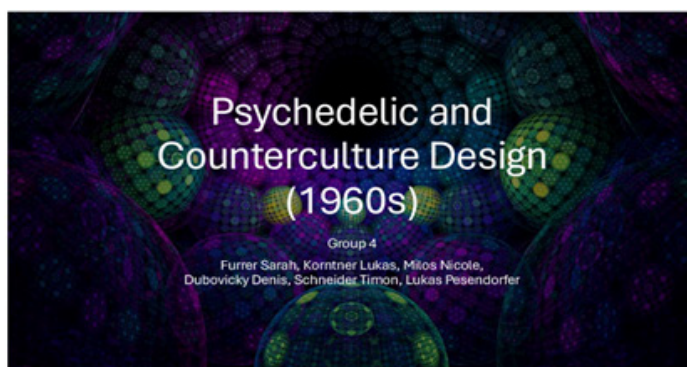
Our team presented Psychedelic and Counterculture Design:

Reflection & Analysis

I learned that also throughout the late 90s there were a lots of different trends which affected the designs in our world. Not only because of some interesting persons, but also because of some society movements which lead to new designs.

Questions

I don't have any question for this lecture.



Designs

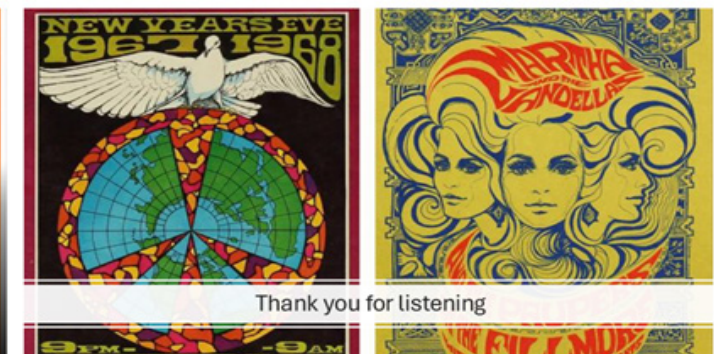
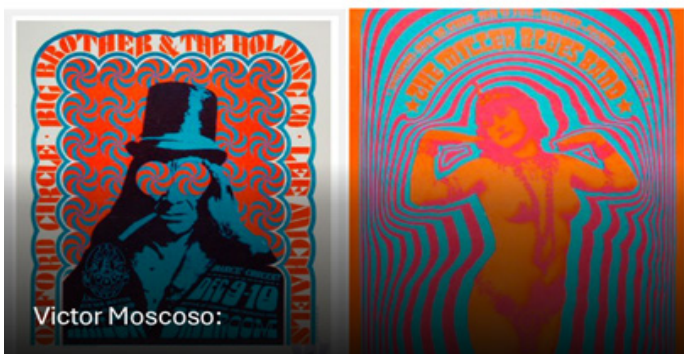
- Fantastical, metaphysical
- Surrealistic

Shapes:

- Kaleidoscopic – fractal
- Bright shapes – high contrast
- Repetition of motifs
- Innovative hand-lettering
- Phosphores phenomenon



Abstract Counterculture from Japan



Thank you for listening

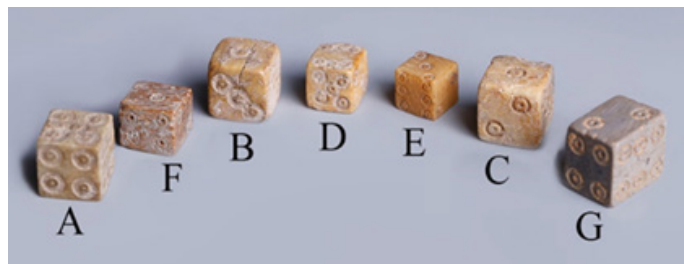


Overview

I chose the object dice because I like its simple form and what it represents. It represents gaming, gambling and it is used to generate random values like coin-flipping.

History

Dice have been around for thousands of years. Their origins tracing back to ancient civilizations. Clay dice have been found in Mesopotamia around 3000 BCE. These dice were often six-sided. There were also dice found in the ancient Egypt and in the Roman Empire. Those dice were often made from bone, ivory or clay.



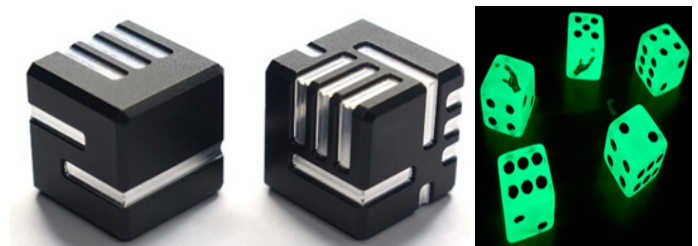
Dice became popular in medieval Europe, particularly for gaming and gambling. Nowadays dice are used for new games like board games and pen & paper games. They are commonly made from plastic, metal or even wood. Dice are also a popular tool for chance and randomness. They are available in a variety of sizes, materials and colors.

Design

The most common dice is with 6 sides (1-6). There also 4 sided, Ten-sided and many more different shapes. Dice come in a wide range of sizes from miniature dice used for table top games to oversized dice for other purposes. Colors go from classic white to metallic and marbled colors.

Innovations and Logos

Innovative designs of the dice are for example the usage of special materials like more eco-friendly ones and recycled plastics. There are dice which glow in the dark to make it more fun to play.



You could also make it interactive by adding electronic components to light it up, vibrate or make sounds based on the roll. That is maybe what I would do based on the usage.

Dice are also used for logos, ads, magazines and many more stuff.

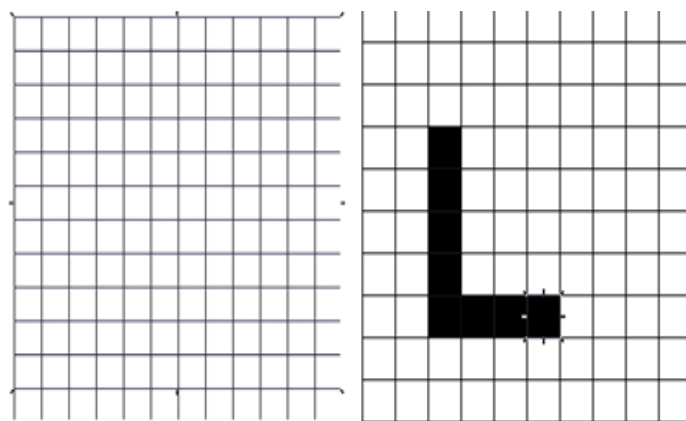


Modern manufacturing ensures perfect balance for fairness, a significant improvement over early, less symmetrical versions. The evolution of dice design has been influenced by game designers, specialized production companies and enthusiasts. Dice continue to be essential in board games, random number generation, and as collectibles, showcasing how a simple concept can adapt and remain relevant across centuries.

Main Focus/Theme:

Getting an overview about Adobe Illustrator and Adobe InDesign. In InDesign we got a short introduction and worked with the text boxes and how to set them up properly. InDesign is made to make magazines books and other written things. This learning journal should be made in InDesign to get to know the software better.

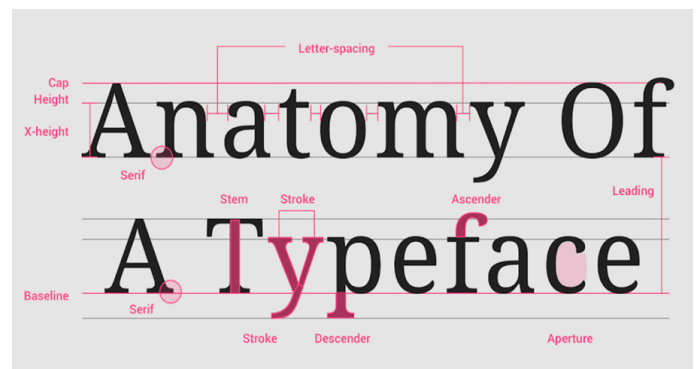
Adobe Illustrator is a typeface software to create vector based shapes. It is used to design Logos and other graphics. In Illustrator we made a guideline with lines and try to make the alphabet with simple shapes.



Key Concepts & Takeaways

For this task we used rectangles to form pixels and arranged them so it looked like a pixel-letter. This is an easy way to make an alphabet using only pixels.

In my case I wanted to add also round shapes for this task. So I made an alphabet using round shapes on a grid line. I used Inkscape for this task, because I am more familiar with it.



Reflection & Analysis

I learned that there are many ways to create fonts for graphics. However, it is very complex to form every letter since there are also principles for designing letters:

Questions & Goals

I thought about making my own font for my own website. I think about a pixel-font because that shouldn't be that complex and it fits also to my style.

There is still a lot to think about when making a font. This process takes a lot of time and effort to be successful.



Main Focus/Theme:

In this lecture we learned what you need to be aware of when creating a visual identity. There are many steps you need to follow to create the right one. Not only you need to understand your client, but also which goals the client wants to achieve and which audiences the logo should reach. It is also important which message the logo should convey. There are many things to take a look at.

How to create a visual style / identity:

Identify problems and goals

What does the client want or need? What's the current state of the design? What has to change and why?

Research and best practices

Collect ideas and concepts. Visit relevant places. What's the best that can be achieved?

Moodboard, visual cornerstones

What world is the design rooted in? how can the desired feeling be achieved?

Create first drafts, identify resources

Make drafts. Develop a design system. Learn new skills if needed. Get first feedback from colleagues

Select, reflect, iterate and apply

Looking at your design from another perspective. Can it achieve the desired effect? Get more feedback

Finalize & ship assets

Get the clients approval, have a final look at your designs, prepare all necessary versions, export and ship your assets



Reflection & Analysis

We got an insight in how a design is created from the beginning to the end. It was very interesting to see how a professional logo was created and which steps were made. In this case we got insight into the design concept of "Die lange Nacht der Forschung" and how it was created and which things were considered in this process.

I learned that there are many things which you need to consider to create a successful logo. It is not only about creating and being creative, but also about listening to your client and the environment.

Questions & Goals

I want to take a look at logos and try to understand which audiences the designer tried to reach.

Main Focus/Theme:

In this lecture we took a deep insight into how Logos are created and why are some Logos bad and others good.

There is a difference between a logotype and a logomark.

A logotype is a logo centered around a company name or initials, while a logomark is a logo centered around a symbolic image or icon.

Here are some common logos from large companies:



Key Concepts & Takeaways

Modern logos getting more simplified. I think this is because when logos and brands are digitalized it is better to have a simpler and easier logo.

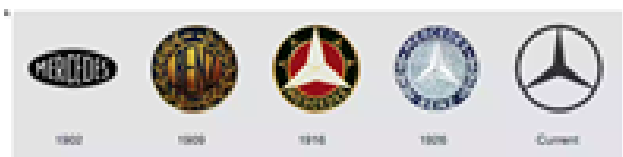
Another important aspect of creating logos is using the right color. Different colors can have different meanings. The color red for examples stands for youthful or strength where the blue color represents trust and security. So this is also something you need to consider when creating a logo.

Many companies also have there own brand universe. Each sub-brand or sub-logo is related to their original logo or wordmark. This assures consistency throughout their company.

Reflection & Analysis

I learned that the logos not only use the classic design principles but also use colors to represent what the company is heading for. What I also like is that many logos try to convey more messages at once and have a very unique style. This is maybe the most difficult part to stand out as a logo and doesn't need rebranding since it is perfect as it is.

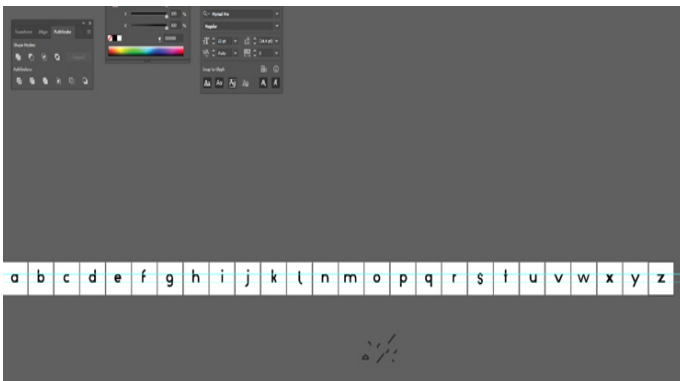
Logo evolutions



Main Focus/Theme:

In this lecture we finished our letters and converted them into a finished font. I used Illustrator and Inkscape for this task. My letters had round shapes and symmetric. As guidelines I used the lines from the ruler of the software.

After finishing the letters, I uploaded them to a website where you can create a font.

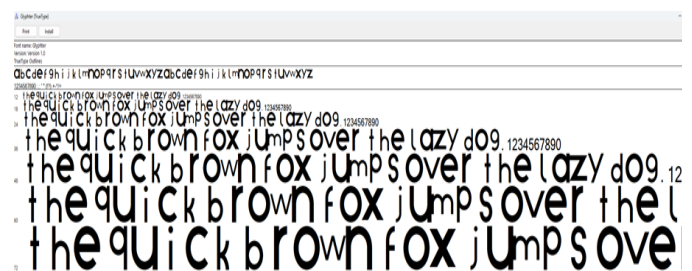


The website we were using was glypther.com. You can upload all the letters and download a finished font.



Key Concepts & Takeaways

Unfortunately the font had some issues with the sizing of the letters. They were centered in the middle of the screen. Therefore I would need to change every letter to fix that problem. Also the uppercase letters, numbers and also special characters were missing.



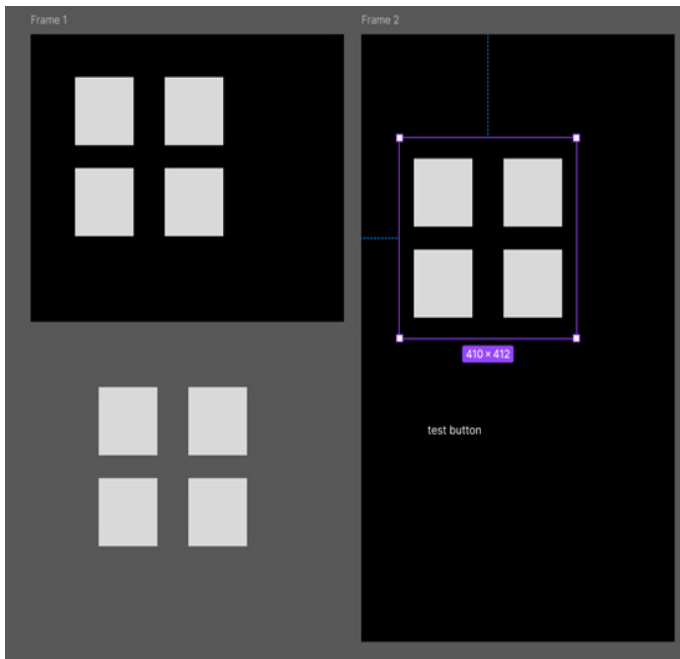
Reflection & Analysis

I realised that creating a font needs much more effort that originally considered. Not only you need to form each single letter and number, you need also be aware of the sizing, the arrangement and other things.

Still it was very interesting to see how a font is created. I think I could create a simple pixel-font when I want to have my own signature for my website or/and also games.

Main Focus/Theme:

In this lecture we learned how to use Figma and got a introduction of it.

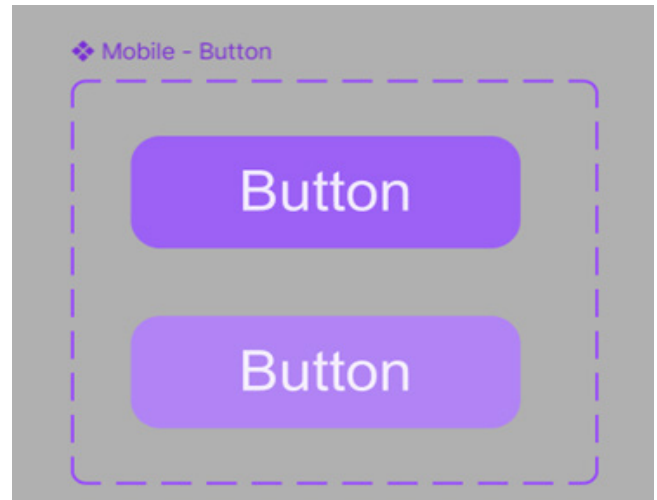


Key Concepts & Takeaways

I learned to create different frames for different use cases. You can make a frame for example for desktop use, and a smaller one for mobile-device use.

Additionally we learned about shapes, layouts and also components and variants.

You can make different variants of a button. For example you need a button to show how it looks like when you hover over it. Therefore you can easily change the state of it and simulate how a homepage would look like.



You can also create workflows. When you want to navigate to another frame you can also implement this function in Figma. This is a very handy and cool way to show clients how a finished homepage should look like.

Reflection & Analysis

I learned that Figma is a pretty powerful tool. It covers many things and you can do a lot with it. It is used by many companies in terms of creating website and designs. Therefore I am happy that I could get an insight into this software.

I want to get a better understanding of how this software works, therefore I will watch some tutorials about it, since I will also need it for other topics.

Goals

I will take a closer look at this software because i will also need it for an other subject. It also has the opportunity to design logos and other things, therefore it should be enough to know Figma better.

Design a new wordmark

For this task I chose to redesign the logo from the company Tommi Hirsch GmbH: I chose it because I thought there would be a better way to convey the meaning of a catering company to the customer.



Analysis

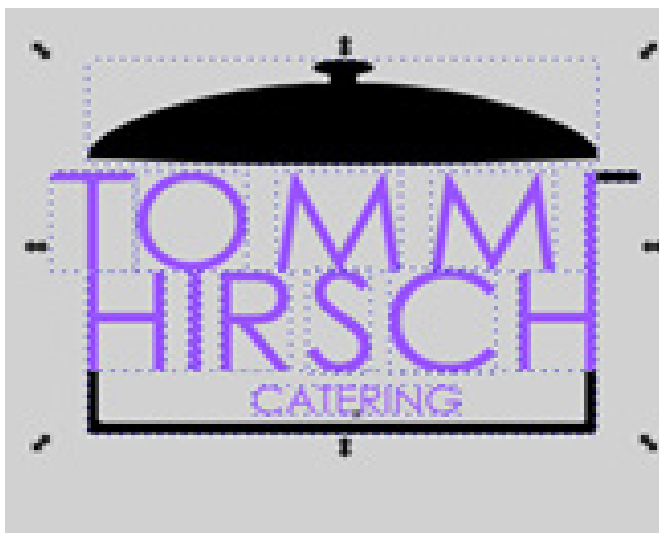
The line that goes from one 'H' to the other 'H' reminds me of a bowl or the bottom of a pot. Therefore I searched in the web for some pots and found an image of a pot:



With this inspiration I thought I could place the lettering onto the front of the pot.

Creating shapes and a first draft

I used inkscape for this task. At first I wrote this lettering with a font I liked and then converted the letters into paths. Afterwards I moved the letters into place to be on top of each other and drew the lid of the pot with the pen tool.



For the next step I tried some different colors and wanted to create a symmetric and harmonic logo.



Refine Design and finalizing it

The first draft seemed a bit too boring and I wasn't satisfied with the Logo design yet. So I decided to draw the handles of the pan and added some rounded corners to the shapes. Also the color got a bit brighter than before and it looked a bit warmer.

As primary color I chose a dark red with the color-code: #800000ff. The Font-color is white (#ffffff) and the pot has a black and a grey (#666666ff) color to it.

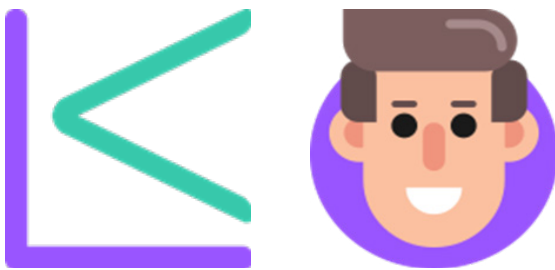


Final Thoughts

I thought this Logo conveys the information better that this company is a catering company. I also thought to use some grading between the black outline and the white letters. Unfortunately, that didn't quite work out as expected so I left it like that.

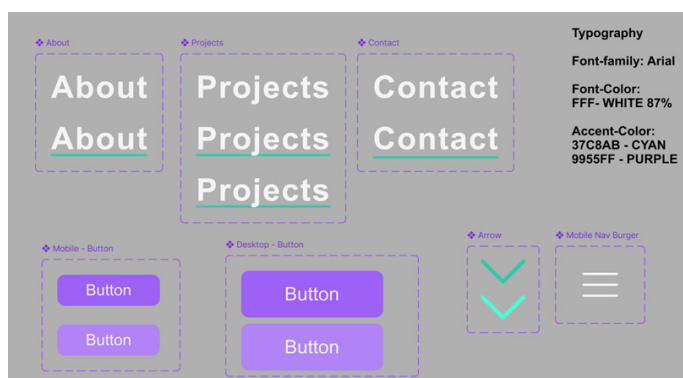
Overview and first Impressions

For the Assignment "Figma Web Portfolio Structure" I created an online-portfolio for myself. I used a dark grey background and a white font to assure a good contrast. As logo I designed my initials L and K. I wanted to have an abstract shape and very simple lines. What I like about it that it is simple but still conveys more information. The 'L' is pretty straight forward but the 'K' is just an angle bracket which also stands for an element in coding. Therefore I wanted the website to have these 2 primary colors, and the rest are shades of grey. I also decided to add an avatar to the page. This picture should also have one primary color included and should represent my person.



Color concept and element designs

The links are underlined with the second primary color when hovered. The buttons are filled with the first primary color. There are also arrows for navigation which are basically one element of my logo.



I used a pretty standard font-type for my website and also the layout is pretty standard I would say. Here you can see my final result of my homepage:



Thoughts about the website design

I decided to make a one-pager where all the important information about myself is listed. For the projects I made a subpage and for the project-details and additional subpage was added.

To create this website in Figma was pretty interesting. I learned a lot of things. What is important in terms of homepage design. Why it is better to make a screen design before you start implementing and which issues you are facing when building up your website.

Final Thoughts about Graphic Design

All in all the graphic design course was very comprehensive. It covered a lot and there are many things to learn. However, I would not go too deep into graphic design since I am not really an artist or drawer, but I like to use simple shapes in a typeface. Website and Logo design is also something that interests me. I think there are many things which still can be learned.