

[2023]

# [Digital Skill Assignment]

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# Logo Design

## Introduction for Logo design

According to kind of organization and its name, I created a logo that is related to environment. So, design is based on green and blue. Using green is for tree or soil and blue for ocean or water. Its name is PANDA. I used Panda head for photography and PANDA text for typography. The purpose of logo design is to tell people the name of the organization and a visual symbol that represents client's organization. Thus, logo must be simple and easy to memorize for people.

## Creating a Document of Logo Design in Photoshop

First of all, open the photoshop app, click on file at the main menu bar and adjust poster document size as given the assignment brief. I changed title name as LOGO and adjusted width 2 inches and height 1.5 inches, resolution to 72 and RGB Color in color mode and eventually click on the create button like in below Figure (1).

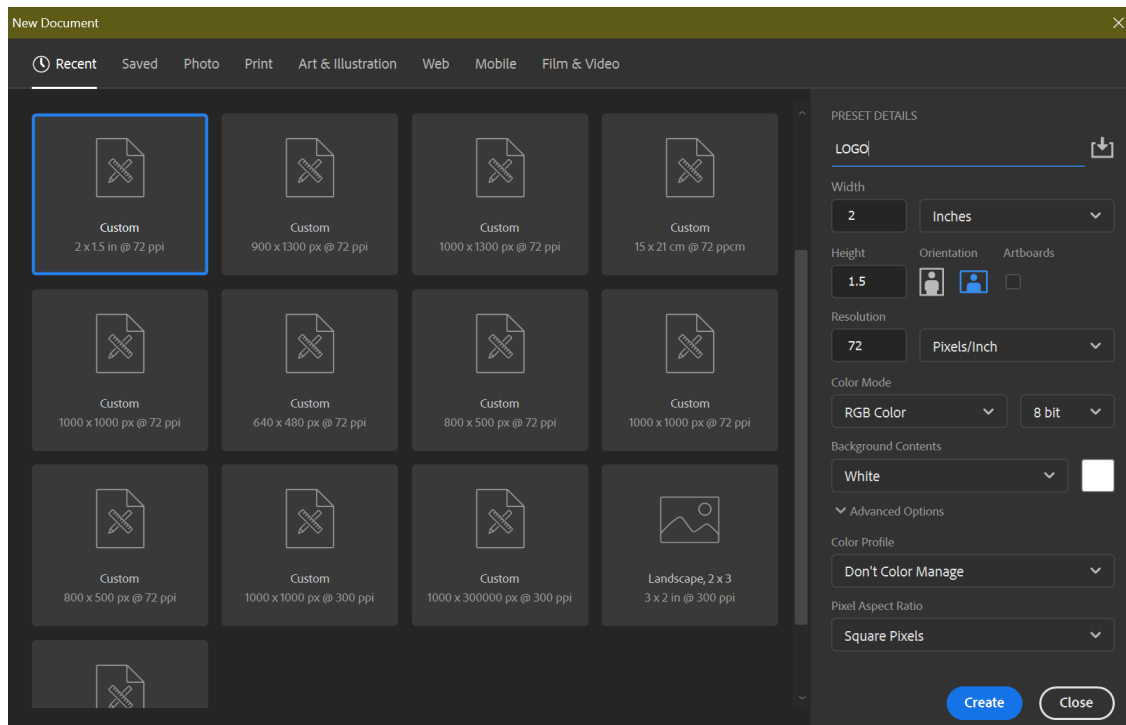


Figure (1)

## Making a Hand Shape for a piece of Logo

After creating a canvas, firstly take a grid from the view of the main menu to set outline shape and then draw a circle by using Ellipse Tool (U). I recognized it as an outline base so that I reduce the opacity to 40% from the layer panel. Start the piece of logo. I would like to portray water sign as a hand that look like upturned. Therefore, I use Pen Tool (P) to draw a hand with shape mode, fill with

# 2ab1f7, none stroke color. I drew it based on the base circle because I wanted to make it look like a semicircle. Look at the Figure (2). It's just like holding a circle.

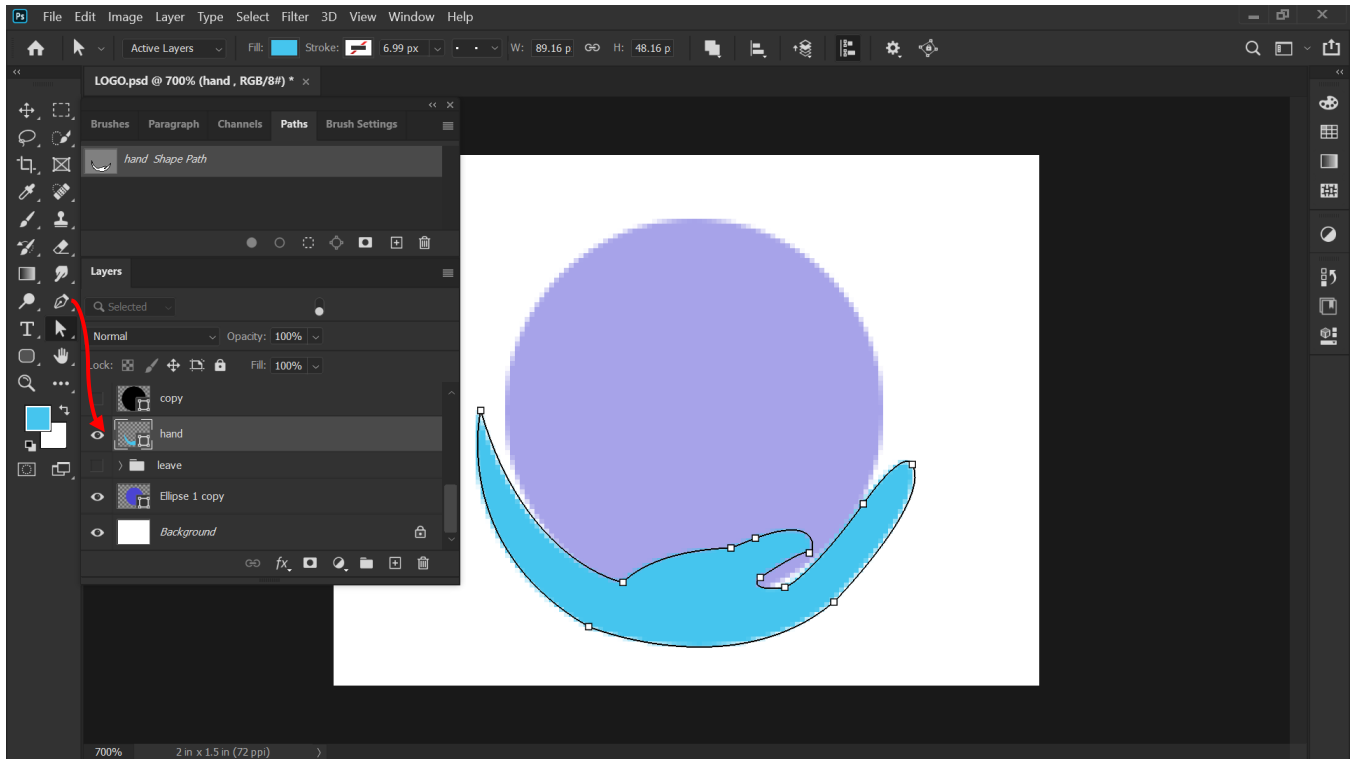


Figure (2)

To be curve hand, I drew a bigger circle than the first one. You can see it in Layer Panel from Figure (2). I click that layer thumbnail area (yellow arrow in Figure-4) by pressing CTRL key together and then click the select button from the main menu and then click INVERSE. The select area looks like in Figure (4). After that, delete the extra edges that were outside the circle with the Erase Tool (E).

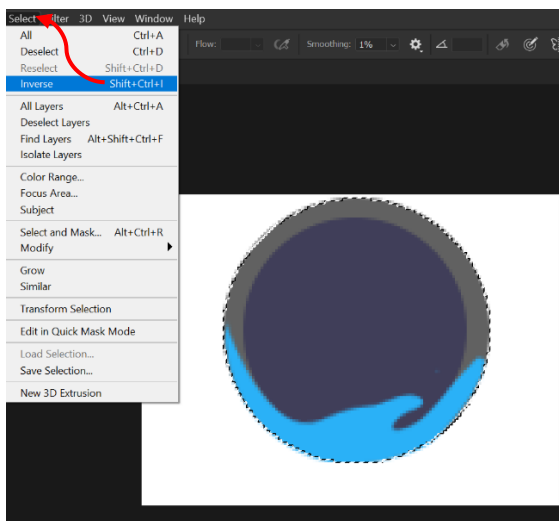


Figure (3)

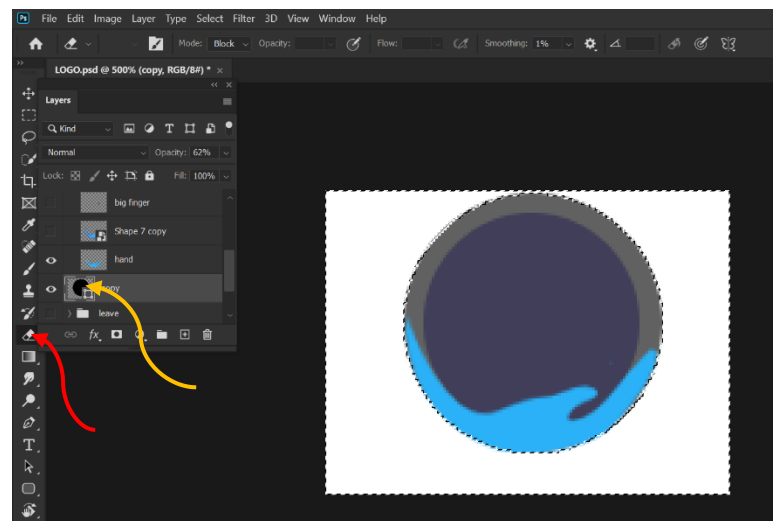


Figure (4)

To be more realistic, two little fingers are decorated above the lady finger. Draw the finger shape by using the Pen Tool (P) again and the next one is copied from the first with CTRL + ALT and then organized them in place like in Figure (5). After that, another hand shape is copied from the first one shape and put it under the two fingers layers and the copied hand shape have stroke effect from the Blending Option. The detailed adjustment of stroke effect is in Figure (6).

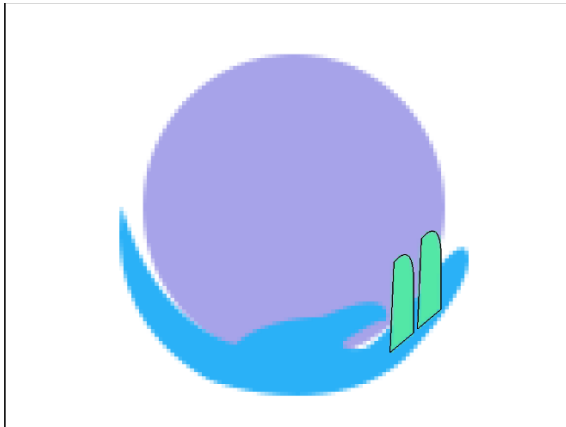


Figure (5)

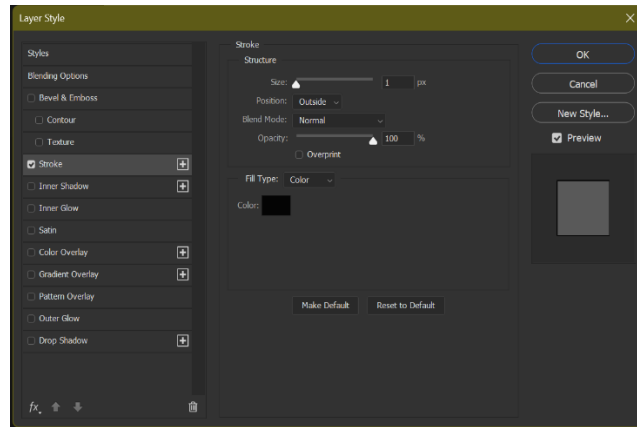


Figure (6)

Right click the copied hand shape layer and click "Convert to Smart Object" in Figure (7). Then, click its layer thumbnail with CTRL to select like the yellow arrow in Figure (4). The first finger layer is selected and right clicked to "Rasterized Layer" and clicked Delete key to get like this in Figure (8).

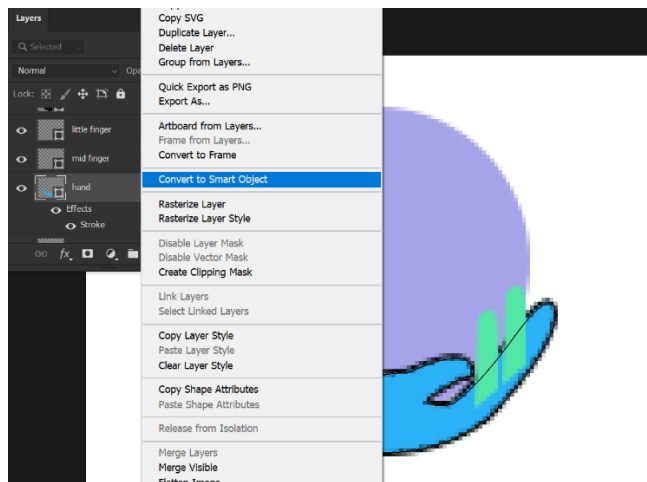


Figure (7)

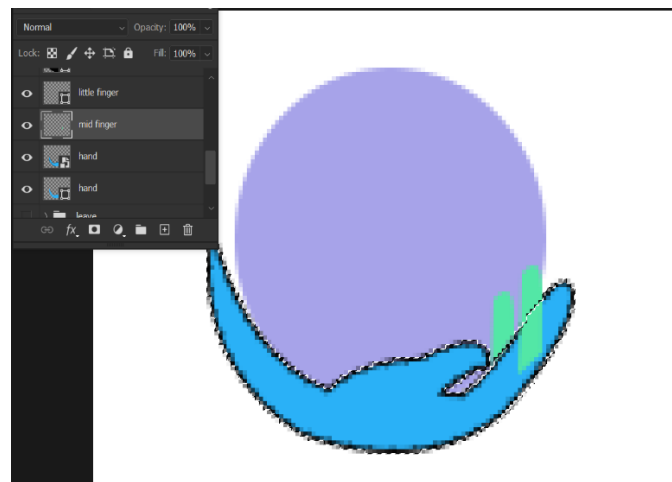


Figure (8)

The other finger is made as all the steps of first finger and changed them the darker color #2b6684 to look like shadow in Figure (9).



Figure (9)

That is all for creating hand shape as a representative of water sign.

### Making Branch with Leaves & Adding PANDA Head

As a representative tree or soil, a brunch is made for the logo. Draw a brunch with leaves with Pen Tool(P) with shape mode no stroke and filled #75db37 color. The reason of choosing this color is that green means tree. To get curved branch, a circle which is reduced the opacity to 50% is based for it. It is just like in Figure (10). After that, two leaves are not perfect enough so that another one leaf is added from beside of the branch in Figure (11). It is not combined with the main branch layer as a result of being easy to move or edit. At that time, circle layer with less opacity is clicked invisible sign.

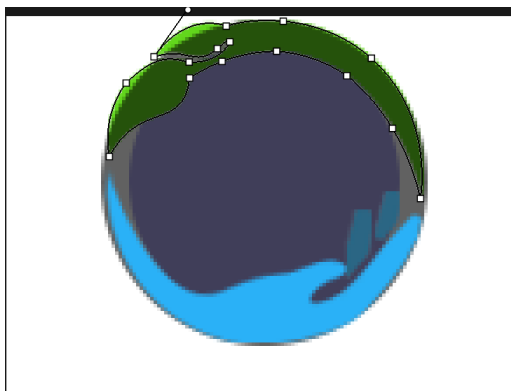


Figure (10)



Figure (11)

In addition, to be natural, 'a yoe (Burmese Word)' is added for three leaves. For that, the one is utilized white color #ffffff, no stroke, shape mode with Pen tool(P). the other two are copied with CTRL + ALT and adjust in place. If it looks great to have a look like in Figure (12), the middle purple circle is removed from the canvas and the panda head is replaced. For the panda head, firstly open the its photo file from the disk, it is deleted unneeded area with Quick Selection Tool (W) and press

CTRL to move the original canvas. Then, it is adjusted its size with CTRL + T. Eventually, the result will be as seen in Figure (13).



Figure (12)



Figure (13)

## Decorating Logo with Organization's Name

Only photography Logo is not perfect enough to memorize effortlessly for people. Therefore, the name of its organization is decorated for being sophisticated. Name is PANDA. Then, take the Text Tool (T) with 'Cooper Black' font style, 15.24pt font size, strong type, left alignment, # 262123 color pigment, 34.21pt line spacing, and 20pt word spacing and type its Name. It is added the effect 'Bevel & Emboss' from the Blending options. The adjustment of effect is as seen in below Figure (14). The reason of its effect enables the text to emboss and Figure (15) is as a result of its effect.

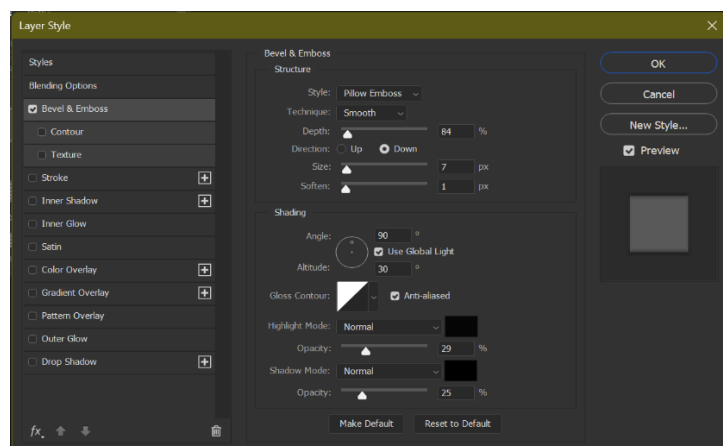


Figure (14)



Figure (15)

## Creating Text Wrap

To attract the customers' point of view, the text is created wrap. When the text is wrap, the wrap style 'Arc' is chosen as shown in Figure (16) and adjusted the setting. The logo is based on circle and the text would like to have curved like rounded circle shape. The original measurement 'Horizontal' is not changed and the adjustment of bending is reduced to minus 29% as seen in Figure (17) and the change is the same as the adjustment setting figure.

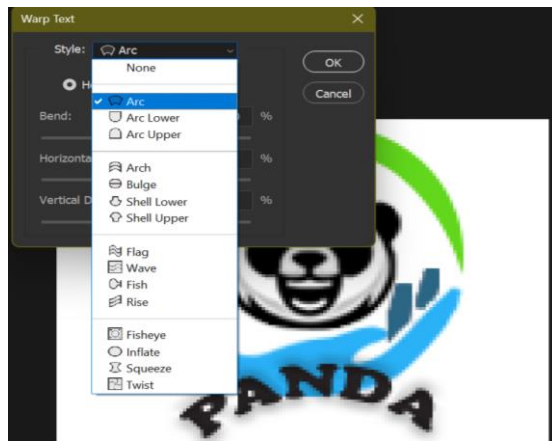


Figure (16)

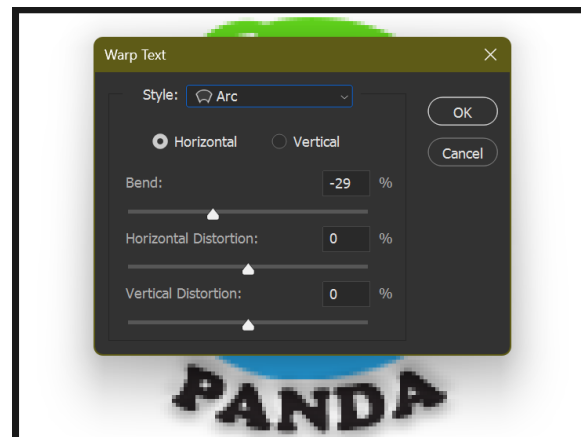


Figure (17)

## Conclusion

Overall, the meaning of this logo design represents environment because the green theme is used for tree and the blue theme is used for water. The logo design is simple and creative. You can see this overview look again below.





# Poster Design

## Introduction for Poster Design

As a client's need, I created a non-plastic event poster for a local environment organization 'PANDA'. The design I made include 3 taste reality, imagination and illustration images as well as slogan such as the way how to reduce plastic pollution. The main purpose of the poster is to raise awareness about plastic on our planet due to hosting an event as PANDA organization.

## Creating a Document for poster design in Photoshop

First of all, open the photoshop app, click on file at the main menu bar and adjust poster document size as given the assignment brief. I changed title name as Poster Design and adjusted width 11 inches and height 17 inches, resolution to 300 and CMYK Color in color mode and eventually click on the create button. It is just like Figure (1).

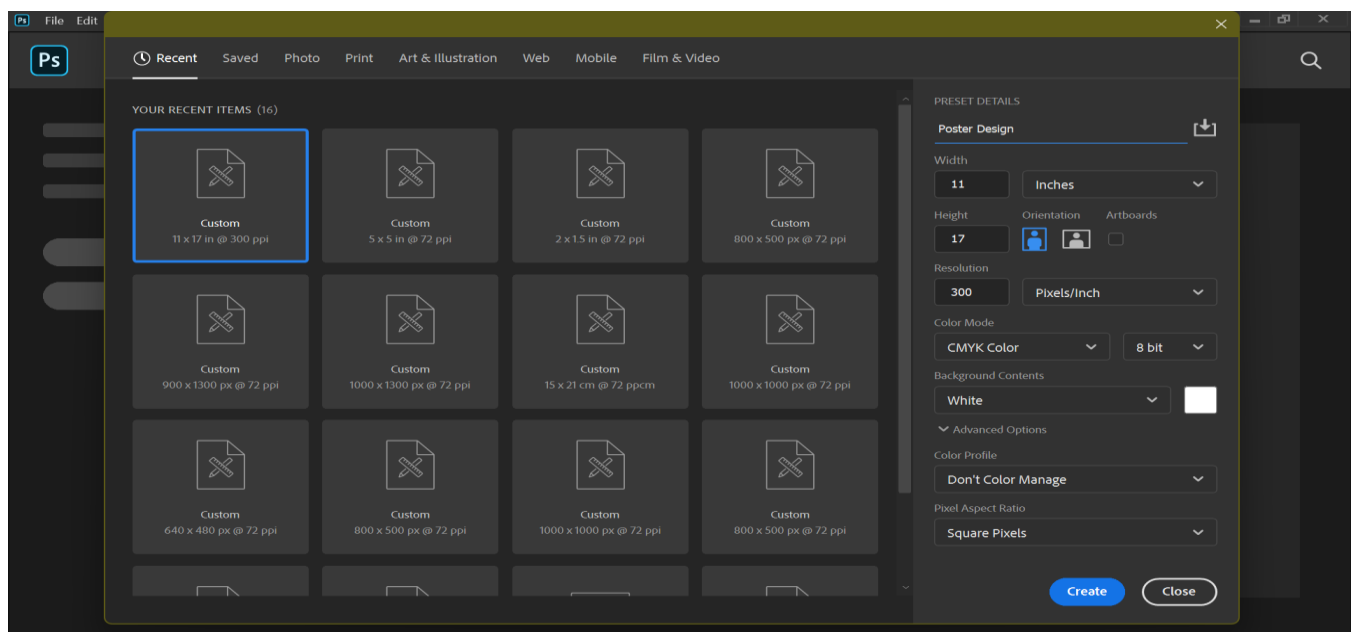


Figure (1)

After creating exact document, the white-space came out as I adjusted like that. The second step I created new layer and clicked the rectangular shape tool form the tool bar to draw a rectangular as an artboard size and filled with the foreground color (#e0f3f9) I had already changed before by clicking ALT + backspace. The reason I changed this color because I want to base on blue outline as a background.

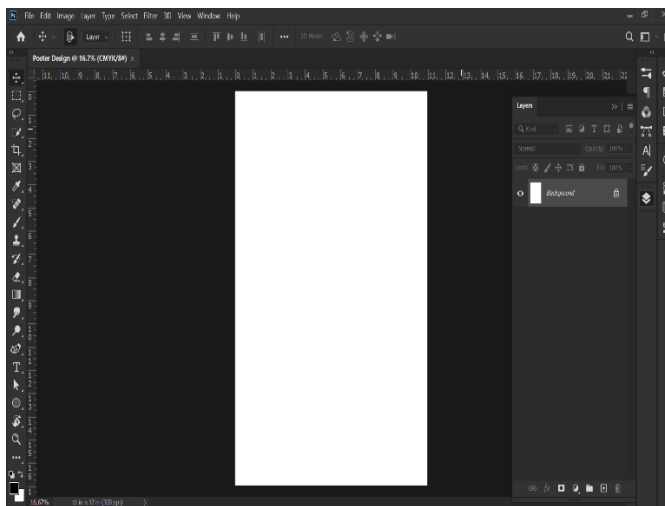


Figure (2)

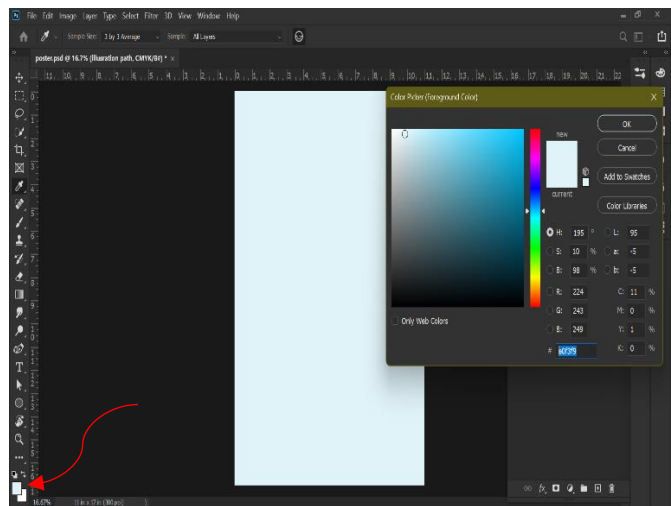


Figure (3)

## Making illustration part layers

At the beginning, I decided I would like people to show illustration with the negative impact of plastic on the environment "how poor and dirty the plastic filled in the ocean." I chose the curvature pen tool with shape mode from the hidden pen tool to draw a curved line form the top to bottom of the document. And I also choose the fill color and stroke color with 0.28 px (it is not essential). After getting curved lined I want. I changed move tool by clicking V and clicked CTRL + ALT to copy the first shape.

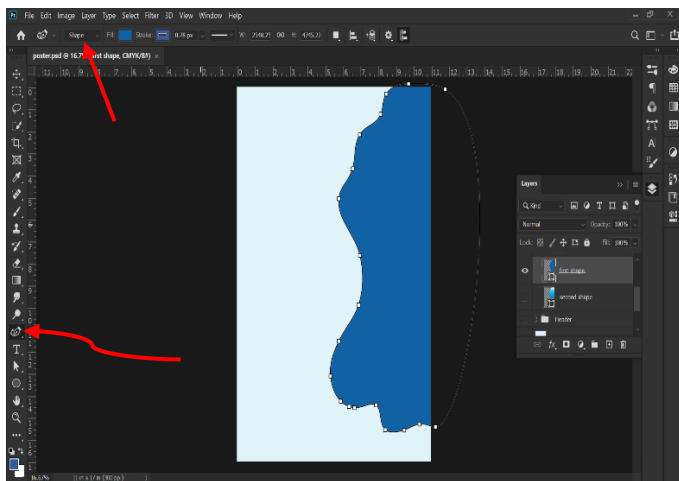


Figure (4)

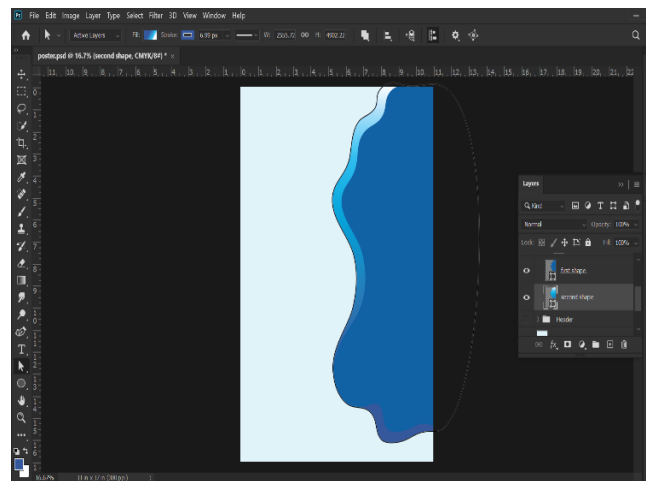


Figure (5)

For the second shape, I expand forward the original shape with CTRL + T and I adjust the gradient fill color and fill the stroke color(), the angle 90°, linear gradient style and I move the second shape layer under the first on and the below of the second shape made small curve to be sophisticated. The gradient color I adjust is below the Figures (6 & 7).

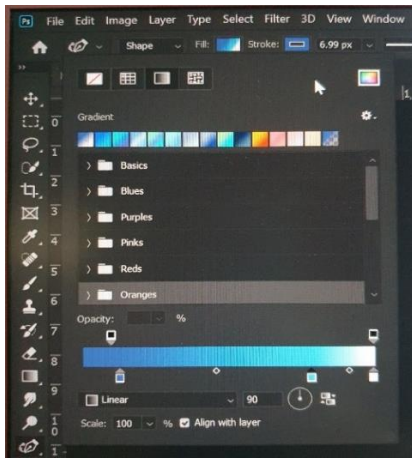


Figure (6)

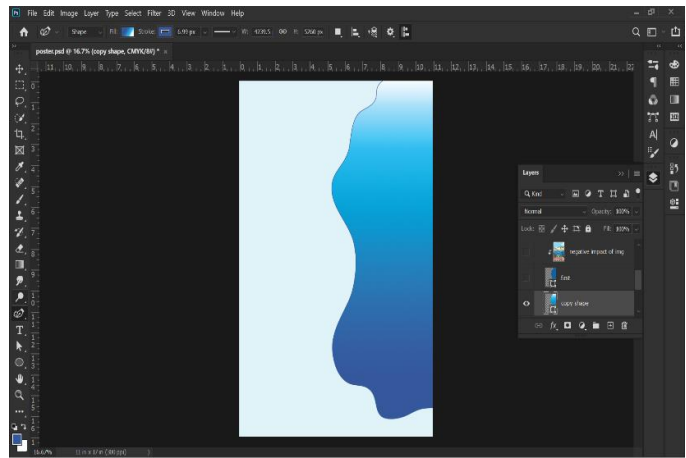


Figure (7)

After adjusting colors I wanted and making layers steps by steps, I open save photo from disk and them I cropped the company name of its photo with crop tool (C) from the tool bar, moved it to poster design psd and put it above the first shape layer.

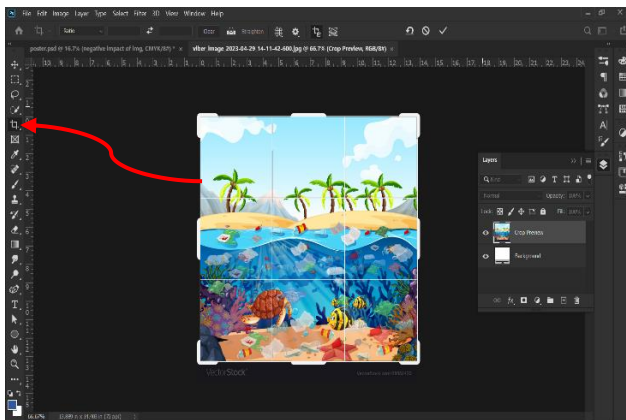


Figure (8)

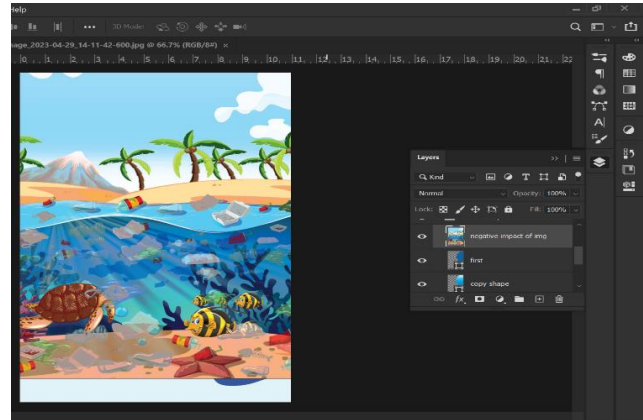


Figure (9)

Moreover, I also adjust the color of the photo like Figure (10). After these steps, right click on the cropped photo and click 'create clipping mask.' At that time, the design became like Figure (11).

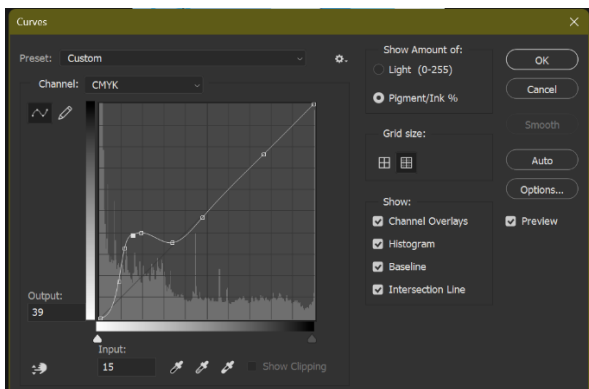


Figure (10)

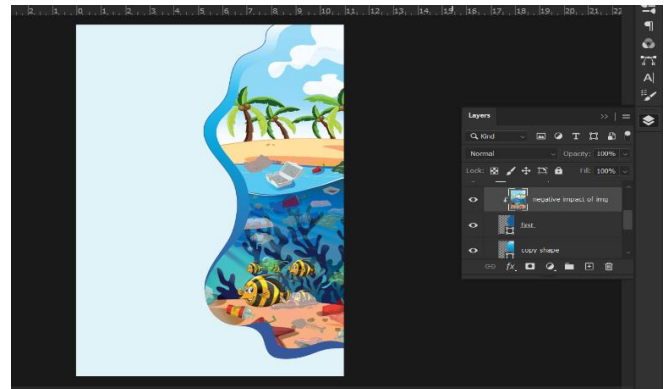


Figure (11)

## Making the header design

### Logo area part

The logo is an essential part of the poster. So I decorated the circle base to see the logo more. Firstly, I pick the ellipse tool to draw a circle by recognizing first circle and filled the following color. After that, I open the logo png from disk and move to poster psd and put it on the circle and adjust the size by clicking CTRL + T. I put that in place like Figure (15).

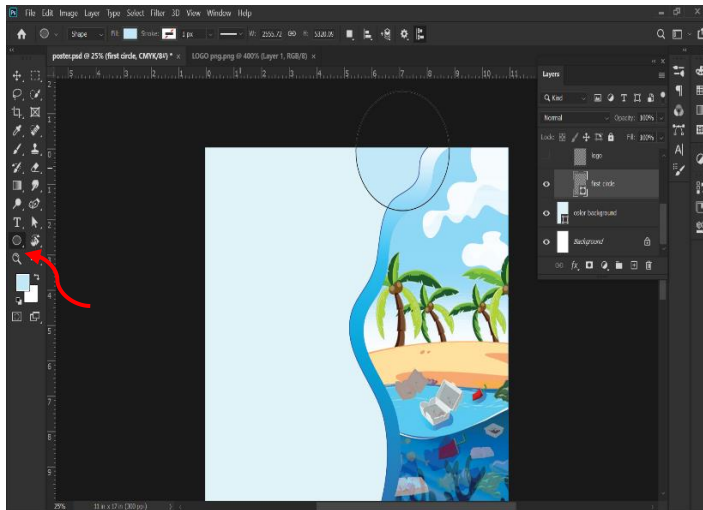


Figure (12)

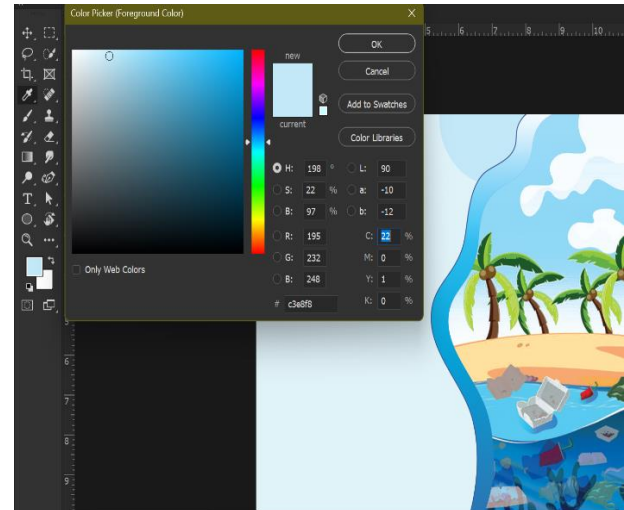


Figure (13)

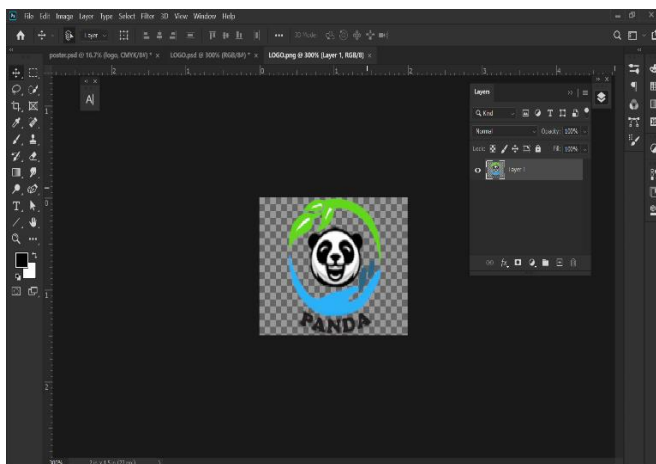
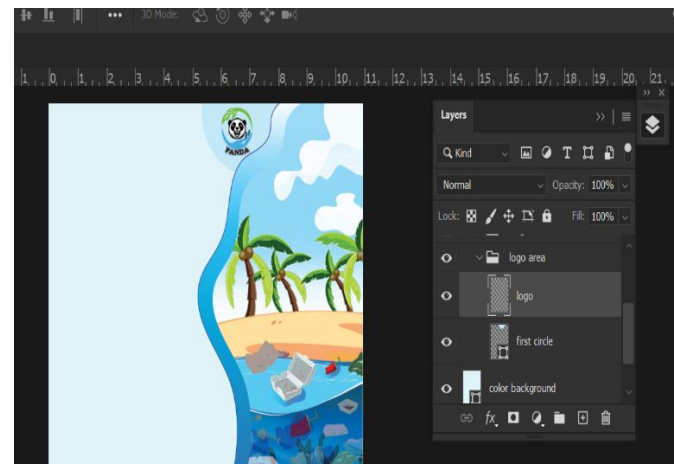


Figure (14)



Figure(15)

I categorize the logo and first circle as a logo area group for the header not to be messed up others.

## Slogan part

Slogans are an important of a poster design to make it stand out. That is why I chose each major and minor one. The major is 'Plastic is Everywhere' and the minor one is 'Break free from plastic and replace their incorruptible packaging with refill and reuse system.' It is to reduce using plastic is a warning message.

In addition, I used text tool (T) to write slogans. The First slogan is major one. For the major, I chose 'Swis721 Blk BT' font style, 63pt font size, strong type, left alignment, # 212e62 color pigment, 52pt line spacing, and 35pt word spacing. I also design layer style by using drop shadow effect in blending options. I adjust the effect measurement as shown in figure (16).

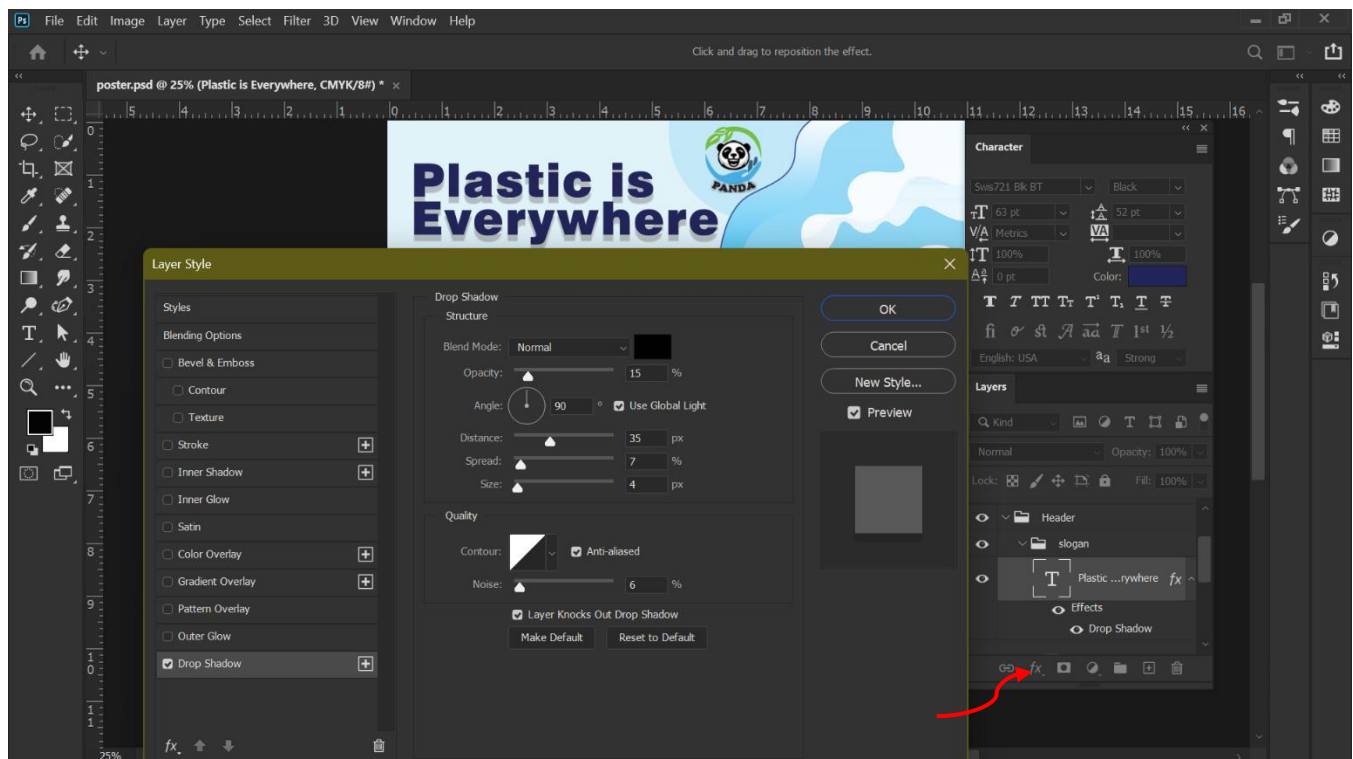


Figure (16)

The second one is minor. For this, I chose 'Times New Roman(Regular)' font style, 30pt font size, sharp type, left alignment, # 212e62 color pigment, 30pt line spacing, and 7pt word spacing. And I decorate with another circle another color # 5ea1d7 as shown in below figure (17).





Figure (17)

I grouped these three layer as slogan group by selecting them and clicking on CTRL +G. I made a header group by adding logo area and slogan groups. When I make a group, first things first, I select two groups by clicking CTRL key and make a group with CTRL + G. That is all for header part.

## Making the half middle design

### Event detailed decoration part

Firstly, I chose Rounded Rectangular shape tool (U) to draw a rounded shape with radius 50px and used the curvature pen tool with shape mode to curve point I want. After that, click ENTER and reduce opacity to 53% to get light color. Here are steps by steps of making this shape.

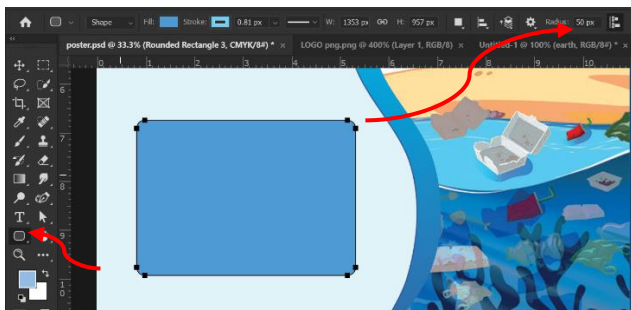


Figure (18)

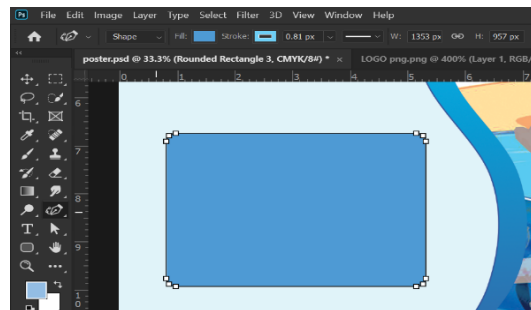


Figure (19)

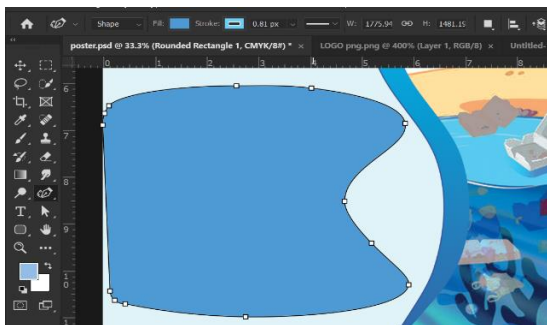


Figure (20)

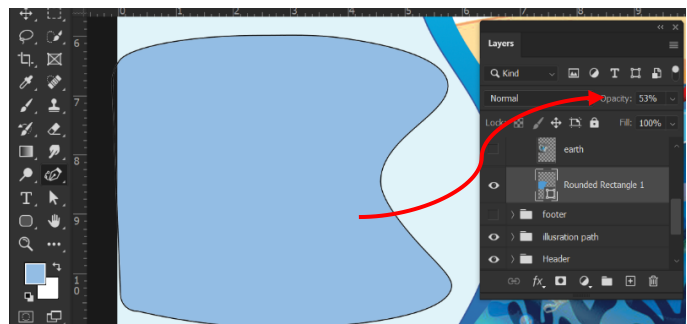


Figure (21)

To appear more for the event signs, I draw a oval shape with light blue color #c6eaf8 by using Ellipse Tool (U), reducing opacity to 66% and choosing again Curvature Pen Tool to fill need shape. I named it beyond shape. That color seems light blue color #abe0f1 as well. These all shape seems a part of fish. And then the copy image as shown in below Figure (22) create the clipping mask into the Figure (21) and reduce the opacity to 26% again. This image describes future imagination like the earth in the plastic bag If we are not rational about plastic, the whole planet or earth will be covered up with the plastic. The reason why I put this copy image is to have an awareness about plastic. At that time, in Figure (24) the decoration for the event text looks great. These three layers are made as a group and it is called mid decor shape group.

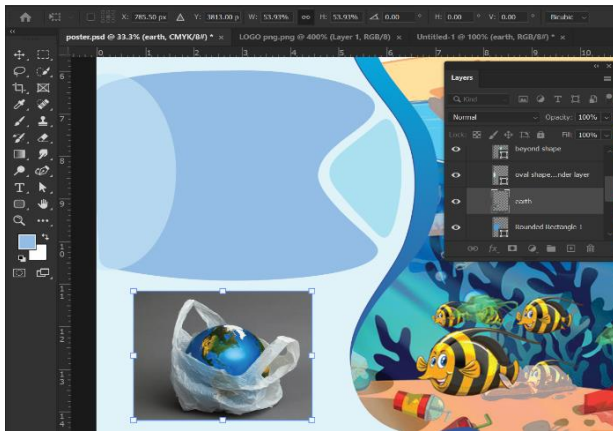


Figure (23)



Figure (24)

### Announcement about the event part

For the event, we need to add on time, date and location. It is an crucial part of the event. I utilize the icons about those and searched the transparent icons from google because it does not need to cut or select unneed parts. Put them down onto the oval shape with V and adjust their size with CTRL + T. To align them vertically, call out the ruler from the view in the main menu bar. Moreover, set them on the right size of the oval shape and the spacing between them is small to seem united as seen in Figure (25).

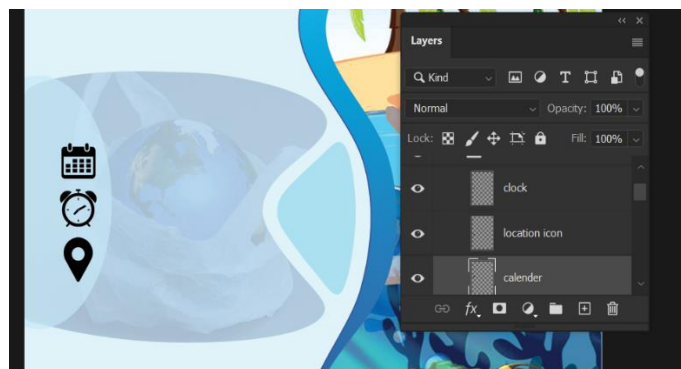


Figure (25)

After setting the icons in place, typed the text respective with icons. For the calendar, texted "3<sup>rd</sup> July 2023." For "3<sup>rd</sup>" in the sentence, is superscripted in character box of the layer panel in Figure (26). Texted "10:00AM" for time and "Inya Park, YGN" for occasion. For each of these texts, utilize the Text Tool (T) and choose 'Elephant(Regular)' font style, 28pt font size, strong type, left alignment, # 000000 color pigment, 31pt line spacing, and 7pt word spacing. As seen in Figure (27), it is quite complete and compatible with the event details.

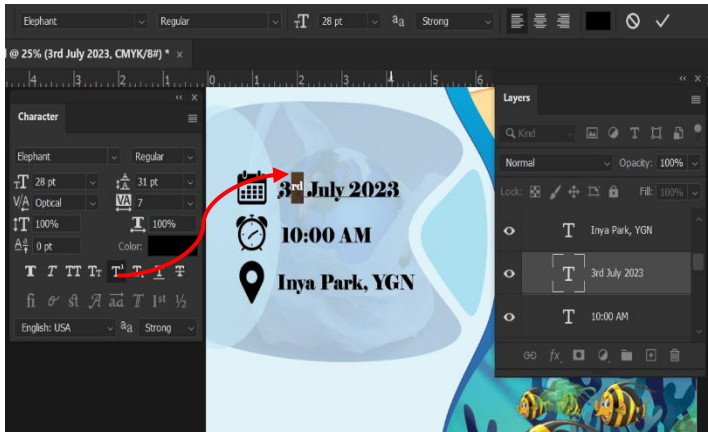


Figure (26)



Figure (27)

The icons layers and text layers is organized as a group 'event details.' We also need to place header session for the event.

### Announcement Header Session

In title of event, persuading text would be brilliant to type. For typing the persuasion, firstly need to make a underneath shape or layer so that the text will be more attractive and obvious. So, draw a rounded rectangular shape (drawing tool U) with 50px radius, filled with #ffffff color, the stroke color #35589d with straight stroke shape type and thickness with 10.14 px. And then select it with Path Selection Tool (A) before editing it with curvature pen tool (P) to be curved top and bottom. To get header shape in Figure (28), used 3 tools such as Rounded Rectangle Tool (U), Path Selection Tool (A) and Curvature Pen Tool (P).



Figure (28)



Having created it, then type the text "Join with us to save our planet" by clicking T with 'Arial Rounded MT Bold (Regular)' font style, 33pt font size, strong type, left alignment, # 1a234e color pigment, 31pt line spacing, and 7pt word spacing. Look at Figure (29). How excellent the half middle part is.

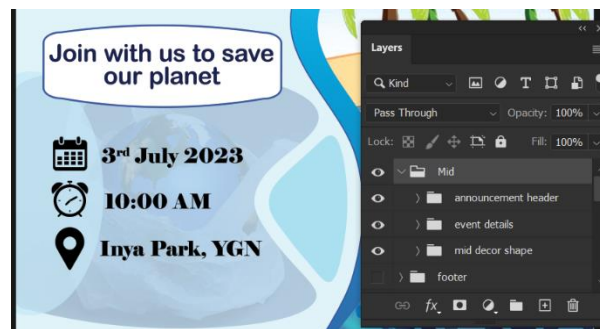


Figure (29)

These two layer is catagorized as an announcement header group in half mid part of the poster. In addition, a copy image like planet in the plastic bag was added to match the text in the header session, which is one attractive reminder for those who come to the event.

## Making the footer design

### Footer shape part

The footer part is for contact information of organization. To be sophisticated for the footer, i draw a free shape below the mid part by using curvature pen (P) again filled with #e0f3f9 color and stroke color #5ea1d7 with straight stroke shape type and thickness with 1.96 px as seen in Figure (30). Then, I cropped some parts of photo I do not want. After that, I created a mask with negative impact of the plastic photo I found on google and adjust the opacity to 25% to look good as Figure (31).

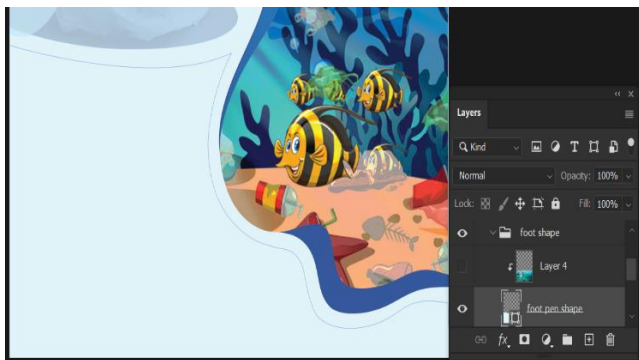


Figure (30)



Figure (31)

## Contact information part

For poster design, make sure to add social media and contact details to get more information about Panda Organization. By using Text Tool (T), the text "For more information, please visit our website:" is chosen 'Times New Roman(Regular)' font style, 28pt font size, sharp type, left alignment, # 000000 color pigment, 26.89pt line spacing, and 7pt word spacing. For contact information texts "www.pandaconservation.com, panda.org@gmail.com, and 09 770 7879 10" are chosen 'Times New Roman(Bold)' font style, 21.62pt font size, strong type, left alignment, # 000000 color pigment, 41.89pt line spacing, and 7pt word spacing. For icons such as Facebook, Tiktok, Email and Phone, I utilized transparent photo and move (V) to poster document and adjust their sizes to be suitable with respective texts. When these texts and icons match in place, look at the footer design in Figure (32).



Figure (32)

## Conclusion

Overall, it is divided into 3 sections with 3 different image types in poster design. The first one is illustration image. In this photo, it depicts the environment that is polluted by plastic, not only in the water but also on land. Illustration images can attract people in one blink. That is why the illustration image takes up more space. The another one is reality image type. In reality, animals are suffering from the negative impact of plastic on the environment. It is pitiful that these animals, who do not have the same knowledge as humans, think of plastic as food and consume it. And the last one is imagination type. If people are not aware of the dangers of plastic, the world will be covered in plastic. That's why I used the image of a globe in a plastic bag and imagined it. That is all I made it by collecting client's need and my creation to give passerby or fan of its organization. A detailed explanation for each part about the poster design can be found in the picture below.

# Plastic is Everywhere

Break free from plastic and replace their incorruptible packaging with refill and reuse system

Join with us to save our planet



**3<sup>rd</sup> July 2023**



**10:00 AM**



**Inya Park, YGN**

For more information,  
please visit our website:

[www.pandaconservation.com](http://www.pandaconservation.com)



[panda.org@gmail.com](mailto:panda.org@gmail.com)



**09 770 7879 10**



## References Links

<https://www.google.com/search?q=what+is+the+use+of+logo+design&oq=what+is+the+purpose+of+logo+de&aqs=chrome.1.69i57j0i22i30j0i390i650i3.11909j0j7&sourceid=chrome&ie=UTF-8>

<https://unacademy.com/content/question-answer/biology/write-10-slogans-on-avoiding-plastic-bags/>

[https://www.flaticon.com/free-icon/location-pin\\_3179068?term=location&page=1&position=5&origin=tag&related\\_id=3179068](https://www.flaticon.com/free-icon/location-pin_3179068?term=location&page=1&position=5&origin=tag&related_id=3179068)

[https://www.flaticon.com/free-icon/calendar\\_55281?term=calendar&page=1&position=5&origin=tag&related\\_id=55281](https://www.flaticon.com/free-icon/calendar_55281?term=calendar&page=1&position=5&origin=tag&related_id=55281)

[https://www.flaticon.com/free-icon/alarm-clock-of-circular-shape\\_55236?term=clock&page=1&position=43&origin=tag&related\\_id=55236](https://www.flaticon.com/free-icon/alarm-clock-of-circular-shape_55236?term=clock&page=1&position=43&origin=tag&related_id=55236)

[https://www.flaticon.com/free-icon/mail\\_646094?term=email&page=1&position=3&origin=tag&related\\_id=646094](https://www.flaticon.com/free-icon/mail_646094?term=email&page=1&position=3&origin=tag&related_id=646094)

[https://www.flaticon.com/free-icon/phone-contact\\_15895?related\\_id=15895&origin=pack](https://www.flaticon.com/free-icon/phone-contact_15895?related_id=15895&origin=pack)

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