



# DESIGN PROCESS



## Identify the need

In today's world, the problem is that people are not getting enough water everyday. Even if they do have a water supply, many of them lack access to clean water and due to this, millions of people die every year due to the dirty water that they are supplied by.

So to solve this problem, we were assigned by Ms. Mark to make a pop can logo that would raise awareness all around the world on this issue.



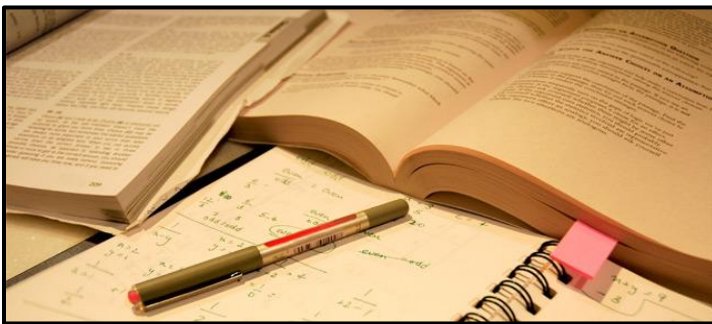
## Research and Develop Solutions

Firstly, I researched and read some statistics on water crisis to get an idea about how serious the problem is

Based on my issue, I thought about whom I wanted my target audience to be and through that, I would make my logo. For example, if my target audience would be the kids, the logo would be colourful and animated. While if my target audience would be the adults, the logo would be less colourful and more serious looking. So I decided that my target audience would be the youth as they hold the future of our world.

I then thought of names for my pop can that I thought would fit the best on this issue. I wrote down 8-10 names that I came up with, and discussed them with Ms. Mark. She then suggested me the one that she thought suited the best. My pop can name was "Fear".

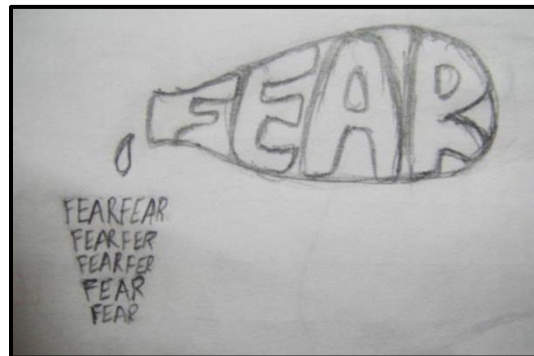
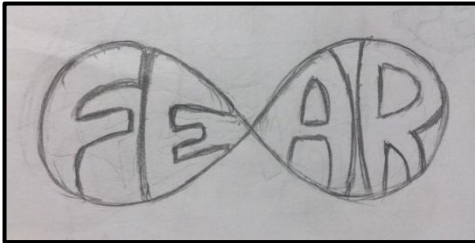
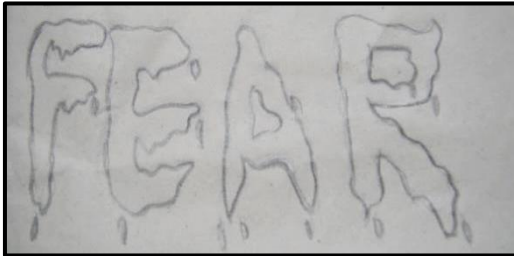
After I had my pop can name, I researched on different pop can logos that already existed and had the same target audience as I had. From those, I got an idea of what my logo design should look like.



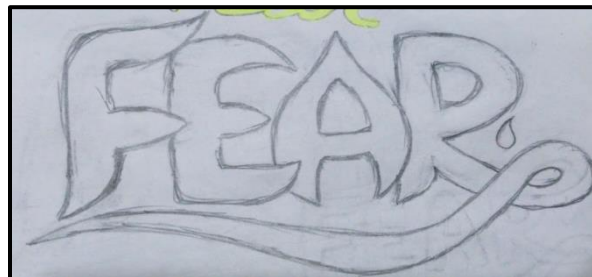


## Sketches/Prototypes/Models and Evaluate Solution

In this process, I designed many logos for my pop can. One by one, I sent them to Ms. Mark to get feedback from her on how the logo could be better...



..and the Design that was finalized:



After my logo design was finalized, I started created my logo on the computer using Adobe Illustrator.



## Test, Evaluate and Communicate

Later, when I was done with my logo on the computer, this is how it looked:



To make sure if the logo was okay, I showed it to Ms. Mark and talked to her about it. When she approved my logo, I had to get any pop can to stick my logo on it and I had to get my logo printed. For printing my logo, I tested many times to get it into the perfect size in order to stick it on a pop can. So I measure the length and the width of my can. And when I had my logo in perfect size, I stuck on the pop can.



## Redesign

So the things I would do next time to improve this assignment:

- Make my logo with bright colours rather than black and white in order to attract more attention.
- Add more creativity in making shapes along the letters on my logo.



## Bibliography:

"Water.org." *Water.org*. N.p., n.d. Web. 1 Oct. 2013. <<http://water.org/>>.