

12/08/16, Friday.

Today marks the first day of our new project. We were given the task sheet, whereby we need to design the business identity for Jean Stefano's new street wear retail outlet in South Yarra, Melbourne. We have been allocated around thirteen lessons to complete the task, which must be submitted by the 7th of September.

The task sheet outlines a variety of important tasks that need to be completed,

- designing a logo
- building a website
- writing his biography
- creating a product list
- copywriting of décor, and business ethos

In today's lesson I began by planning out what I will do in each of the next thirteen lessons. The plan includes a detailed description of what needs to be done. Next I created a Gantt chart in Excel, which breaks the down the project into small manageable tasks with deadlines. I also created a companion document which describes what needs to happen in each task, and is formatted in an ordered list.

I also began working on my research, however I was not able to complete all of it this lesson. In order to stay on track with my timeline I will have to complete this on the weekend in my own time. In my plan I have also allocated that I create the sitemap, storyboards and style guide. All of this needs to be completed by Monday, for the submission of my plan.

15/08/16, Monday.

Over the weekend I was able to complete the majority of the work; however, the storyboards are not quite finished, as I would prefer to make them more detailed, and write proper annotations for them.

This lesson I continued to work on my storyboards. I also made some adjustments to my style guide. I still don't feel like the style guide is an accurate representation of the business identity which I will be creating for Jean; however, the plan is due today, so it needs to be mostly completed. I expect that I will make many changes and modifications of the style guide. These changes will have to be documented in the log of work.

16/08/16, Tuesday.

Today, we were handed our plans back, whereby Mr Zerman made some suggestions for improvement. Some of the modifications suggested were to include some extra tasks which I missed, as well as rearranging some tasks into a more sensible order. I did this at the beginning of the lesson.

Next I decided that I needed a creative name for the business, since Stefano Streetwear was not unique enough. I created a document and began listing a variety of potential names. From this comprehensive list, I selected my favourites and eventually decided on "Voyage" as the business name. I thought this name would capture Jean's love of travel, while still being appropriate for his design company.

I created a document which explored a variety of possible font choices for the typography of the logo, utilising fonts primarily from the Google Fonts repository. This is a great place for good, free, commercially viable fonts.

I didn't want to begin developing the logo, as I wanted to have a bit more of a think about if I was happy with the name, Voyage, and the direction of the business. Instead I started working on sketches for Stefano's website. I began by sketching a variety of alternate designs, which I will then begin to refine into a single design which I will create. Most of my sketches are small, and are based off the websites in my research.

18/08/16, Thursday.

Today I jumped straight into Illustrator to begin further refining these logo designs. Since there are many images, I decided to create a separate log of work which shows the development of the logo. Due to the limited time allocated for building the logo, the development had to be quick and rapid. I didn't manage to finish the logo this lesson as specified by my plan, and hence will have to continue working on it next lesson.

19/08/16, Friday.

I began this lesson by continuing to work on my logo. This logo has taken longer than I have anticipated, and I am now off schedule. Today I should be working on collecting assets for the website. I was able to finish my logo around half way through this lesson, I just need to continue logging the development as well as select my final logo design.

After completing the logo, I moved onto collecting assets for the website. I began to build up a list in a Word document, which contained links to potential assets which could be included in the final design. I also remembered that it would be awesome to include some mock-ups which displayed Jean's logo on a variety of products, including t-shirts and hoodies.

A mock-up is a prefabricated Photoshop document that allows you to edit a 'smart object', such as placing your logo onto the 'smart object' and then it will warp the 'smart object' onto the t-shirt of product you are creating a mock-up for. The only problems I can forecast, is that it might be difficult to find mock-ups that are public domain, as they are quite specialised.

The assets list contains links only to images that are public domain. Since we have to use public domain images that are commercially viable, this makes it much harder to find high quality images. Luckily websites such as 'Unsplash', 'Freepik' and 'Public domain archive' are great places to look for images.

23/08/16, Tuesday.

I believe that I have enough assets for the moment, so I decided to begin designing the website today. I predict I may need to find more assets later on, or adjust the current assets to fit into the website design. This cannot be done until more of the website is constructed.

I began by continuing to explore a variety of website designs on paper. I slowly refined the designs, and had to choose a favourite. I decided to choose the website which included a large jumbotron, with a cover image as I felt this would be the most powerful design for Jean's website. The large imagery and design should be appealing for potential customers.

After deciding on my favourite sketch, I began to work on building my website in Dreamweaver. I decided to separate the website development into a separate document, just like I did with the logo, as it makes it easier to manage all the images, and screenshots.

I managed to create the basic scaffold of the website, but was not able to complete much more than that this lesson.

24/08/16, Wednesday.

Today I continued the development of my website. I began to adapt the scaffold which I created last lesson to look more like the planned design of my sketch.

As discussed in my separate website log of work, I managed to create the header from my storyboard sketches. This was about all I could get completed today.

26/08/16, Friday.

In today's lesson I decided to skip ahead of my plan and begin writing the biography, and other content for the website. By writing this now, I can get a feel for the length of the writing which will allow me to design the website to fit the text better.

I began by reading other biographies on popular fashion designers, which should help inspire me to create my own biography for Jean Stefano. I used the following websites for inspiration for my own biography,

- <http://www.biography.com/people/groups/fashion-designers>
- <http://www.thefamouspeople.com/fashion-designers.php>

I planned out the rough events, and elements that I wanted to talk about in my biography, and then began writing. The writing went smoothly, and the end piece ended up being around 500 words long.

29/08/16, Monday.

Since I was in a writing mood again, I decided to continue working on the writing for the products and décor of the website. This writing can then be used across the different pages of the website. I managed to finish the majority of the products and décor writing before the end of the lesson.

Since I had extra time I began working on the website again. I began by inserting the content for the main page, and building an image grid. This is discussed in further detail in the website log of work.

30/08/16, Tuesday.

I continued to work on the development of the website. Today's lesson was quite easy, as the basic structure for the website was in place, now I had to go around inserting content such as the biography and other images into the website.

Towards the end of the lesson I began downloading many of the mock-ups I had found earlier, and beginning to insert the Voyage logo onto these mock-ups. This process is quite easy, but it is also time consuming, and took up the rest of the lesson. I still have some mock-ups to complete for next lesson. The mock-ups which I have completed so far look really good.

01/09/16, Thursday.

All of the pages are mostly complete, with the exception of the products page. I began the lesson by building a simple product list in Illustrator which I then exported as a PDF. I then used this to help create the products page. More information can be found in the website log of work.

After I had completed this, I began going around and tweaking areas of the website to ensure that it looked good. I inserted some new images into the biography page, as well as modified the padding and margin of specific elements.

02/09/16, Friday.

Today I worked on a few last elements of my website, before running through a variety of tests to ensure that all the links work and that the fonts, and other assets work when it is isolated on another computer.

I registered for a free account at 000webhost as byethost was offline at the time. After some long delays trying to get into the account, I finally managed to get access into the account and upload my website.

After uploading everything looked perfectly normal. As documented in the web development log of work, I validated the website using the w3c validator and found that the website had no major errors that need addressing. Unfortunately, 000webhost injects some faulty scripts into the website, which were picked up as errors. There is nothing that we can easily do to remove these scripts however, apart from moving to a paid host.

06/09/16, Tuesday.

Today I began organising and sorting the documents on my USB, in order to prepare for submission below. I checked the criteria, and required content several times to ensure I had everything finished.

I wrote my review on the project, which took until the end of the lesson to complete.

07/09/16, Wednesday.

Today I handed in my project.