**Personal Logo Project**

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**Project Summary**

* For the first project of Engineering and Design 1, we were tasked with designing a logo that would be cut on the vinyl cutter and produce a sticker and iron-on heat press vinyl. Each individual created their own unique design that represented them in some way.

**Project Steps:**

Design Process

* I created three iterations of my design, after each design I received feedback from my partner, Thomas, and used it to adjust my design
* After the final iteration, I outlined my design in sharpie and filled in the positive space

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| Version 1 | Version 2 → adjusted so that it would have 5 characters and include a lake as suggested by my partner |

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| Version 3 → started to fill in with sharpie to see how the letters would pop | Final → noticed in V3 that the drips were too small once sharpied, so made them larger |

Capture/Archive

* Each design was scanned and archived in GitHub. You can access my repository using this link: <https://sfreedman22.github.io/ED1/>

Vectorize

* The final design’s scan was imported into illustrated and using the “Black and White Logo” function, the design was vectorized. The design was also transformed to fit the 16 square inches size requirement.

Fabricate

* Using CutStudio software, the design was cut on the vinyl cutter on a sticker, and the mirrored image was cut on the heat press vinyl.

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| The printed sticker | The printed iron-on |

Apply

* The vinyl sticker and iron-on were weeded out and the sticker was placed onto transfer paper, and the iron-on was printed onto canvas using the heat press.

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| The weeded out letters found another use! I found these letters to be a very interesting design, so I decided to stick them on my phone case | The final sticker |

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| The heat press vinyl on a piece of canvas |

**Setbacks encountered**

Some setbacks that I encountered was that when I began to think about my logo, there were two aspects that I really wanted to include. One being that I wanted the five peaks to represent my family, but I also wanted to include my name. Because my name has six letters and was aiming to have one letter per mountain, I decided to write “Soph!” to accommodate the 5 characters.

Also, when I began to think about how my logo would print on the vinyl printer, I recognized that some of the details with the drips would be too small. To account for this, I made the drips larger in my final design.

**Changes for Next Print**

Something that I would change in my logo if I print it again, is that I would include “holes” in the letters “O” and “P”. While weeding out my design, I recognized I could have two different stickers for the price of 1. As I was taking out each of the letters, I realized that they were an interesting design on their own and decided to keep them instead of scrapping them. If I include holes in my next design, then they would have no effect on my main design, however each letter would look more refined.