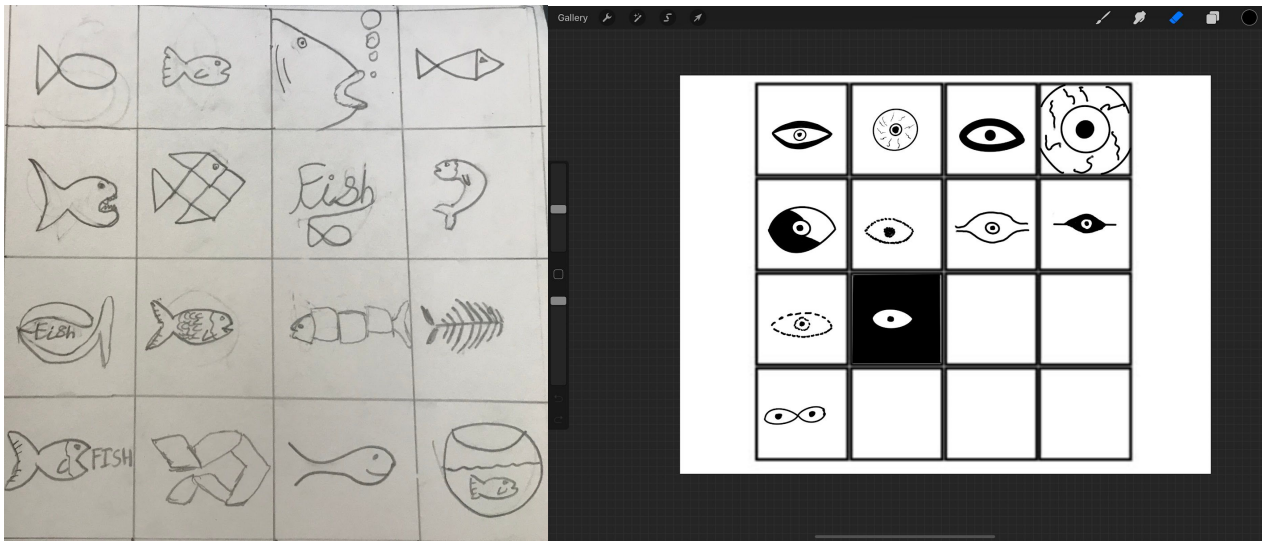


Logo Design Project, Shiv Daryanani

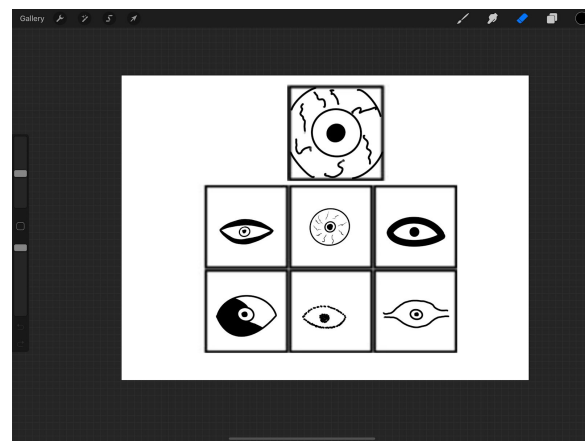
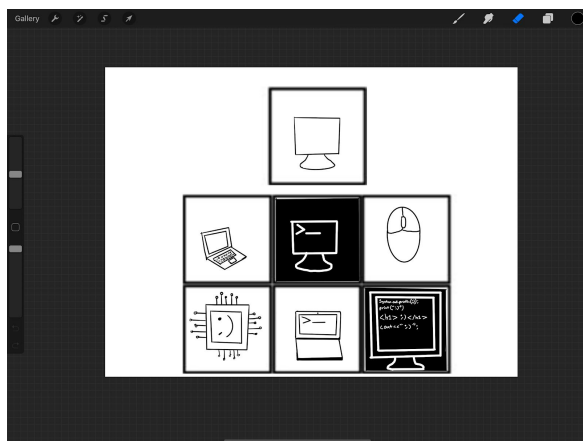
Logo Brainstorming:

In class we chose a logo design we liked, then we created 16 logo designs based off the logo design we had. This can be seen below. We first did 16 in our sketch books followed by 16 on the Ipads. While I didn't finish the 16 logos for the eyes, it allowed me to realise that this was not the design for



me.

Then we thought of different logo design for our own logos and made 6 logo designs based on each of these logos. Two of these can be seen below. I did

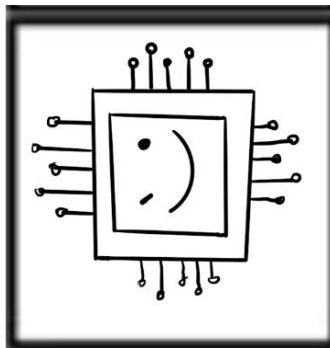


have a third one with the logo design of a burger but when I didn't think any of them were very good i accidentally deleted the logo.

From These designs we did a peer assessment of each others logos using PIMS. Following this peer assessment I was able to decide on which of the above would be my logo.

Chosen logo:

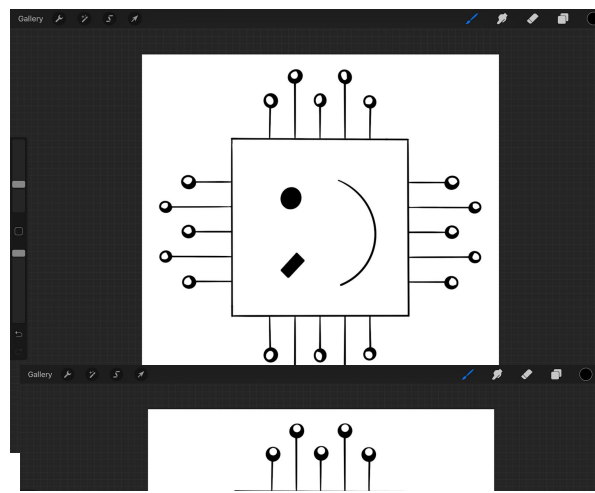
My chosen logo can be seen below. I chose it because it was the favourite amongst my peers and I really like it. Below you can see what the initial design is. For this to be my logo I must work on it and refine it so it is



perfect.

Below you can see the first revision of my logo design. In this version I have a perfect square and the lines and details are done with more thought.

After doing this version I asked for feedback from my peers and Ms.Czirok and I found that there was still more to change. The smiley face for one was not centered on the square so that needed to be fixed. Along with this the circles on the sides of the chip were different on every circle. Many people told me that it would look cleaner with a standard circle size and design. Taking the feedback I revised my design this can be seen below.

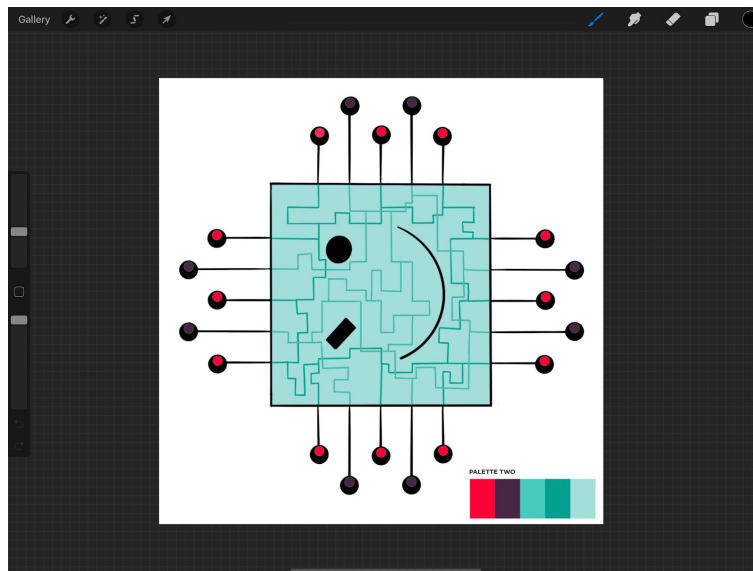


After finalizing my black and white logo which can be seen above. I had to design a colored logo. I took this quiz, (<https://mariahalthoff.com/quiz>), to figure out a set of colors to use for my logo and from there I started coloring in parts of the logo and trying to mix the colors from the palette on to my logo. In the end I was very happy with my colored logo design. The palette and

PALETTE TWO



logo can be seen below.



SEE REFLECTION ON THE NEXT PAGE

Reflection:

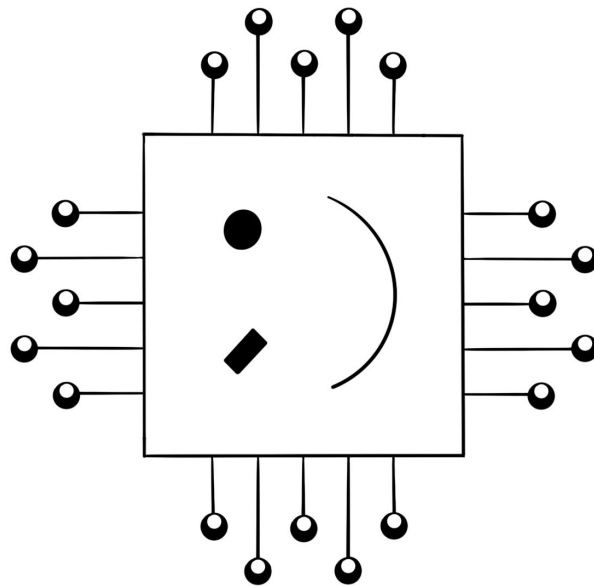
The Concept behind my logo is computers and technology combined with shapes, structure and simplicity. I put these all together to create a logo that while representing technology, does not have a computer. Along with this my logo is somewhat basic yet it doesn't feel like it is missing anything because the way the shapes work together make the logo feel whole. I also think that this wholeness comes from the solid structure of the logo using very clean shapes. Furthermore, this wholeness is brought to life by the unity of the identical sides and the pattern of stems off of the main shape.

This logo represents me because it has a very minimalistic and creative design, and it represents technology and computers which is something I am very interested in. I chose the logo in this way rather than any of my other designs because while still being able to represent my interest, it is also able to represent the way I like to design things with shape and form. I also liked how simple the design of the logo is as that is very important to me as it makes it versatile. Another thing about this logo that represents me, is the face on the logo. The wink face rather than a smiley face or any other face has a bit of fun and joke to it. My friends know I like to joke around and I am always smiling and all of this can be represented in my logo by the face.

Three words to describe my logo would be perspective, unity and unorthodox. Perspective because looking at the logo you can take a lot away from it depending on how you look at it, for example, it could be seen as a joke if you look at the face or it could be seen as calculated and technical if you look at the differentiated stem length pattern and the circles. Unity because the square by itself looks basic but when the stems with mixed lengths are added to all the sides, it looks whole. The circles on top of the stems, and the stems that branch off so they are of equal length on every side, all together this gives the logo a unified look that gives the logo harmony. Finally unorthodox because logos are usually one solid design or drawing, but my design branches off the centered shape into the white space that surrounds it, which is unusual. Along with this, logos are meant to be simple and professional but my logo has a bit of fun to it which is also

unorthodox for logos. I would say that these words used to describe my logo can also be used quite broadly to describe me as a person as I would say that many people see me differently than others and some see me as a bit of an unorthodox person.

My logo uses many of the principles of design, some of them are positive and negative space, balance, harmony and pattern. Negative space can be seen in the center of the logo as there is not design that surrounds the face in the center. This negative space is used to draw attention to the center and to keep things very open and clean which is pleasing to the eye. The use of balance can be seen on each of the sides of the piece as the stems and circles on each side of the piece are symmetrical to one another. Furthermore, all of the circles on the end of the stems have the same shadow placement, overall this symmetry gives the logo balance as all of the sides are equal to one another. My logo uses pattern to give harmony to my piece. It uses the square in middles along with the repeated pattern of stems with a circle on top for each of the sides. This pattern that I use has three small stems and two big stems per side in an alternating pattern. This pattern



makes the logo come together and feel like a coherent whole because the stems branch off but all end with the circle in either short or long. With all sides equal in this arrangement and pattern the logo has harmony. For all that I have explained please look at the image of my final logo below.

Questions:

1. What part of the process did you enjoy the most? The technical/digital or hand drawn aspect

I favourite part of the process was taking one logo idea and trying to make as many designs as possible. I thought this was really useful because it allowed me to realise how many way there are to show or represent an idea. But overall I really enjoyed the technical aspect of this project because it allowed me to be creative with my ideas without having to worry about my artistic ability because when using the Ipad I can draw straight lines and shapes precisely.

2. What were the pros and cons of drawing by hand and on the ipad

Drawing by hand you are more likely to let your ideas flow without looking at the quality of the design you are drawing. But when using the Ipad you can easily erase and try again which puts the creative process to slow down. I realised this this through the drawing 16 logos activity because I was able to draw 16 logos in my sketchbook a lot faster than on my ipad. That being said, using the Ipad allowed for me to try out logo ideas that I wouldn't try by hand because I don't have that artistic skill. While these are the main pros and cons of using the ipad and drawing by hand, there are many more. But ultimately I would rather work on the Ipads as I feel the quality of the work produced is better than it is on paper.

3. Do you *actually* like your logo?

Yes, I do like my logo because it represents me and what I like really well.

Extension Tasks:

