Course Assignment: Style Tiles

Introduction

In this report you will learn how I decided was the best way for me to solve this course assignment. In which order I made the different elements and why I chose to make them the way they are.

Body

At first, when I first saw the assignment many ideas went through my head. I started off considering the audience and concluded that I belong in that group of people. After a solid 45 minutes of researching the web I found a whole lot of ways not to complete this assignment, and a few good ones.

When I had found some inspiration, I started drawing up some icons by hand. Trying to find something that can be easily recognised and Interpreted. I decided on 4 icons that will be used on buttons, "menu", "location", "about us" and "contact".

First off all I had to make a menu symbol, on this I was considering two ways to go, a sheet with unreadable scribblings or an open book. By drawing both and looking at them, the open book made more sense and was easier to recognise. The rest of the icons was fairly easy to decide and create. I created a simple location icon inspired by the Apple GSM arrow. About us started out as a "my page" or login service icon but was changed because I didn't think that made too much sense. The about us icon ended up being the "missing profile picture" icon with a few more people in it. For contact I first made an old cellular phone, but I decided on making it a newer phone. I drew a low detail iPhone, then modified it do look like a Samsung and iPhone hybrid.

Next up I started looking at pictures. I knew what I wanted, something that shows the way pizza is made, and something to tease people to look at the menu. I found 4 pictures at a free stock picture website. I have a hard time arguing on why I chose those pictures, but I know I like the feel of them, the warmth and mood of the pictures.

When I was done with the pictures, I decided to try to make a logo. But this was too early in the process, I found the logo a bit lacking. I tried to add some text to the logo and it was suddenly easier to make something better, but the typeface was all wrong. I went to one of the free font pages, and found one called KG italics primary. Now with the new typeface and my illustrations, the logo came together nicely. I also wanted to use Helvetica as the typeface for the body.

I chose a "cartoony" font, because I had already decided that I wanted to create a mascot as well. To create this mascot, I simply googled "Italian pizza chef" and found something good to outline.

When I was all done with all the elements, I created the colour theme. I know this might be the wrong order of doing things. But I felt a bit hamstrung by a colour theme to follow. I looked at the colours I had been using and created the colour pallet based on it.

Conclusion

When I look on my result I quite happy about it. the colours make sense for an Italian pizza restaurant, the icons are easily recognisable and in grayscale, so it can be changed easily to another colour from the colour theme. The pictures heighten the appetite for some good Italian pizza.
I think the mascot illustration ended up funny, and the typeface to be comfortable to read.