

Activity 6

UNIT 3

01.

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Logo Drafting

02.



U3

Project Logo Drafting



UNIT 3

Final Team Logo!



THE DESIGN

Design Elements:

- The logo uses geometric shapes to form the characters "U3".
- The left half of the logo is purple, while the right half is dark blue (almost black).
- Below the symbol, it says "UNIT 3" in bold, sans-serif font, aligned with a purple underline.

Color Usage:

- Purple suggests creativity, uniqueness, and imagination.
- Dark Blue conveys professionalism, authority, and seriousness.
- The two-tone contrast creates visual separation, emphasizing duality or parts of a whole.

TYPOGRAPHY:

- THE BOLD, CLEAN SANS-SERIF FONT GIVES A MODERN AND STRONG IMPRESSION.
- THE "UNIT 3" TEXT IS STRAIGHTFORWARD, COMPLEMENTING THE ABSTRACT SYMBOL ABOVE IT.

GESTALT PRINCIPLES IN USE:

1. LAW OF PRÄGNANZ (SIMPLICITY):
 - DESPITE ITS ABSTRACT NATURE, THE MIND PERCEIVES THE IMAGE AS "U3" DUE TO THE SIMPLEST INTERPRETATION.
2. LAW OF CLOSURE:
 - THE SHAPES DON'T FULLY ENCLOSE THE LETTERS, BUT OUR BRAIN FILLS IN THE GAPS TO RECOGNIZE "U" AND "3"
3. LAW OF PROXIMITY:
 - THE SEGMENTS OF EACH CHARACTER ARE GROUPED CLOSELY, HELPING US MENTALLY ORGANIZE THE PIECES INTO ONE FIGURE.
4. LAW OF SIMILARITY:
 - SIMILAR COLOR BLOCKS ARE GROUPED VISUALLY, GUIDING THE EYE TO INTERPRET SHAPE AND MEANING.

OPINION:

THIS IS A CLEVER, MINIMALIST, AND MODERN LOGO. THE ABSTRACT DESIGN CHALLENGES THE VIEWER JUST ENOUGH TO ENGAGE THEM IN INTERPRETATION (THANKS TO GESTALT'S LAWS), WHILE THE SOLID COLOR AND FONT CHOICES GROUND IT IN A SERIOUS, PROFESSIONAL TONE. IT'S IDEAL FOR BRANDING EDUCATIONAL OR TECH-RELATED CONTENT FOR "UNIT 3" OF A SERIES.

03.

What is Record Ease

Content:

Record Ease is a digital solution designed to simplify the management of academic records for students, teachers, and school administrators. It aims to reduce paperwork, improve accuracy, and enhance accessibility in handling student records.

Key Feature:

- Secure record storage
- Easy search & retrieval of student data
- Teacher dashboard for grade encoding
- Student access for viewing academic progress

The purpose

Content:

The purpose of Record Ease is to address the hassle and inefficiency of traditional record keeping systems in touch

We aim to:

- Save time and resources
- prevent data losses
- Create a user-friendly, moder experience

04. Final Logo

DRAFT

Draft



RECORD EASE

THE DESIGN:

Uses modern, clean lines to reflect technology and simplicity

Incorporates a folder or file icon to represent records

May feature a checkmark or digital elements to emphasize ease and efficiency

COLORS USED:

Blue: Trust, reliability, and tech

Green (optional): Progress, success, organization

GESTALT PRINCIPLES IN USE:

Proximity – Grouped elements suggest order and structure

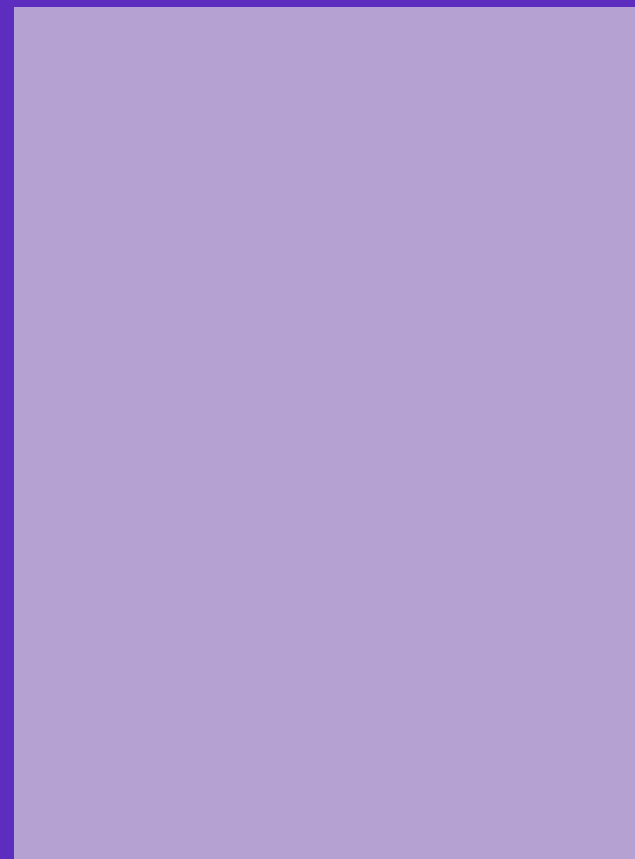
Closure – Incomplete shapes still form recognizable icons

Figure & Ground – Emphasizes clarity and simplicity in design

Meet the Members

07.

WHAT WE CARE ABOUT



LIM PEPITO



JAYR TAYABA

U3

UNIT 3

U3

Thank you

Now let's start building something great.

08.

