

# Activity 6

## UNIT 3

01.

Jayr Tayaba  
Daryll Dave R. Masapa  
Lim Pepito

# Logo Drafting

02.



# Project Logo Drafting

U3



RE  
RECORD EASE



RE  
RECORD EASE  
RE



RECORD EASE  
RE

UNIT 3

# 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

The logo features a large, bold, black monogram of the letters 'RE'. The 'R' and 'E' are intertwined, with the 'R' having a thick vertical stem and the 'E' having a thick horizontal bar that overlaps the 'R'. The monogram is centered within a white square.

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

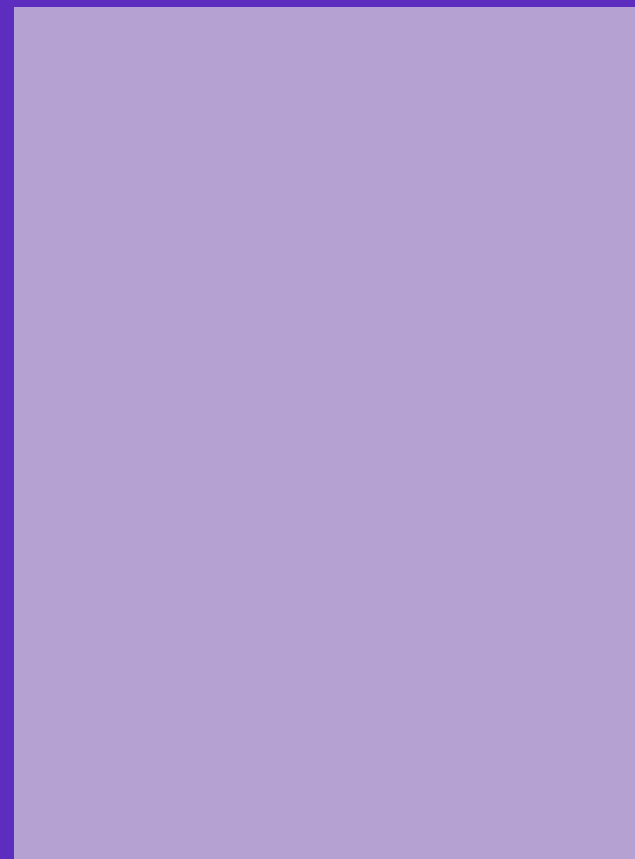
**Closure** – Incomplete shapes still form recognizable icons

**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.

