



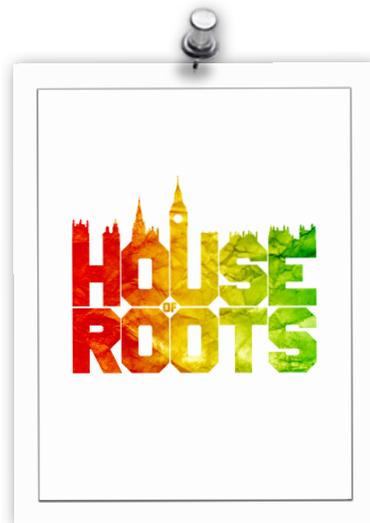
Project One

Brand Me

Here are some logos that I like.



I like how this coke ad uses the sandals to make the bottle, it's like there is no background to it.



This has a real inviting and powerful feeling to it. Again, pretty cool as to how the letters are also buildings.



Something about the orange and blue together. I love how the arrow comes from the space between the E and the X



This has a real calming effect. The oval design looks good and I like that it's like the wave shapes of water as well.

I am starting an investment firm, that gives families a chance at making some solid high interest investments at low risks by pooling money in the trades and service industries.

I want it to have a really commanding design, with a feeling of wealth or authority. Kind of like giving the everyday man a chance to be a king.

What I need is a logo that is printable but also one that can be used in different scale without losing it's detail etc. if it is possible.

The finished dimension should be formatted to fit a letter sized page horizontally, so that it can be printed right to the edge of the paper.

My company is about getting ahead of everyone else and making the right choice. Also, if you can give the sense of simplicity, I don't know shorten the name or something.

The name of my company is Kowalki's ladder.

Hope you can help,

Stanley Kowalski

What to do now.

What is it that the customer wants?

Using the evidence from the customer's letter, determine which three elements of design are the most relative to focus on while completing the project.

Discuss the ideas with the class.

Use the Weebly site to answer these questions about the assignment.

- What is the overall message that the customer wants to convey to their client?

- What is a style that the customer would like for the design?

- What colours are suited for the design based on the feeling that is desired?

How do I learn what this looks like?

Return to your Pinterest site and create three new boards on the elements of design that were identified.

Repin five images onto the board that fit the element of design. Add to the description to clarify what it is that makes the element of design identifiable in the image.

Then, search for that element and repin another five examples from other boards. Again, change the description so that you are describing what is happening in the image.

From these images, pick three that you can describe the best and

copy and paste the images onto your Weebly site. Be sure to follow the image back to the original source so that you can properly cite it using MLA citation guidelines.

How do I learn how to do this?

On your Weebly site, research key features and detail the purpose, requirements for usage, cost, ease of use and industry standard for the following programs.

- Photoshop
- Illustrator
- Photoshop Elements
- Gimp
- Inkscape
- Aperture
- Corel Painter
- Corel Draw

Be sure to source where the information came from.

Find two Photoshop tutorials on Typography and follow the steps to learn about some of the basic tool operations in Photoshop.

Be sure to choose a tutorial that has no pen tool operation in it, as Photoshop Elements has no pen tool.

What is my first step for the project?

Planning is always the answer to that. You can plan your work on paper or digitally with a tablet (please reserve this as there are only two).

Select colours and an overall image that reflects the customer's needs.

Save all your work to the Weebly site. If it is paper format, we can scan or photograph this so that it can be uploaded there.

What is the final project?

A completed colour logo for Kowalski's Ladder that fulfills the customer's needs, both on the Weebly site and sent to an administrator's folder on the designated iMac for printing.

When is this due?

This unit will be completed by February 27th. All images must be finished and sent to the designated iMac for printing at the end of class on the 27th. We will have a class discussion for the logos on Thursday, February 28th.