

Project Brief 1

Identity

Josiah Duncan
S3490877

Intro to Graphic Design – GRAP2175

SCHOOL: Media & Communications

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|--|-----------------------------|--|----------|-------------------|
| Program name | Professional Communications | Program code | BP222 | Office use only |
| Course/unit name | Intro to Graphic Design | Course/unit code | GRAP2175 | |
| TAFE National Module Unit of Competency (UOC) name | | TAFE National Module Unit of Competency (UOC) ID | | |
| | | | | School date stamp |

| | | | | | |
|----------------|------|----------------|------------|--------------------------|----------------|
| Assignment no. | 2 | Due date | 07/10/15 | Name of lecturer/teacher | Joseph Palmier |
| Campus | City | Class day/time | Wed/5:30pm | Tutor/marker's name | Joseph Palmier |

STUDENT/S

| Family name | Given name | Student number |
|-------------|------------|----------------|
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| (2) | | |
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Part A

Brainstorming

happy
funny
blonde
enthusiastic
australian
shopping
nature
birds
hate traffic
slow
speed
moving forward
articulating
desire to learn
hungry
travel
yearn to travel
want to achieve goals
pursue
gold medal
competitive
try to be nice
temperous
stubborn
creative
beach
warm weather
friendly
fashion forward
marxism
hilarious
adventurous

Josiah
2 older brothers
loved pets
desire to meet people
social
learn from meeting
people
lazy
desire to be
active
enjoys walks
parks
nature
sometimes easily
expressed
naïve
empathetic
listener
sales
travel
become globalised
confused and bored
in
need to be patient
waiting
country boy
energetic
overwhelmed
talkative
enjoys peace and
quiet
shy

introverted

social

tired

lazy

need stimulation

deep thinker

sometimes bad memory

part time job

driving

care about issues

like over consumption

in global world: population
growth

equality

blas sometimes

fidgets

read alot

addicted to mobile

walks in rainforest

short temper

easily frustrated

impatient

jealous

white

atheist

live in a city

vibrant

overthink peoples perceptions

try to reach certain image

presumptive

abrupt

tallish

Spiritual

Holistic

Deep thinker

Non-violent

Harmonious

Open minded

Conflict at times

Rough

Edgy

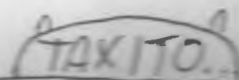
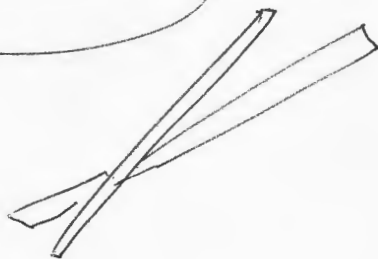
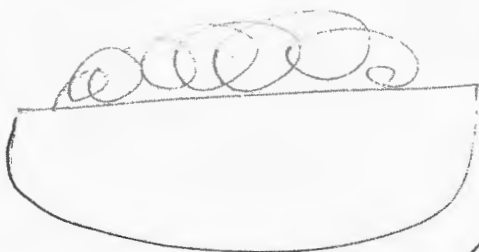
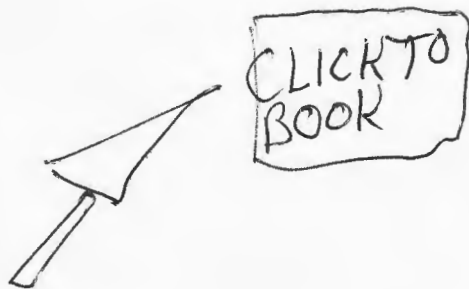
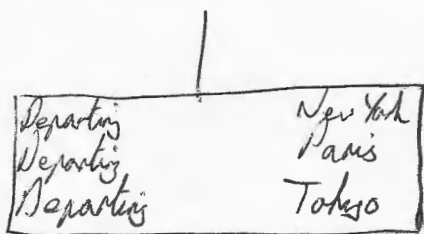
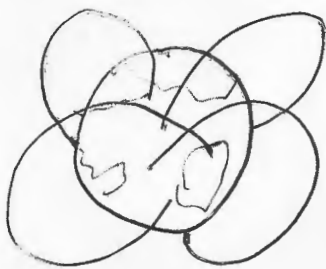
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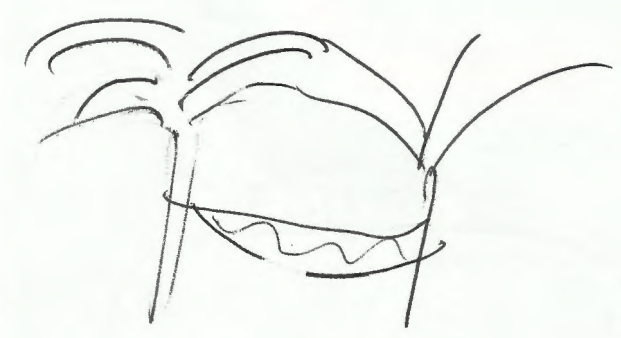
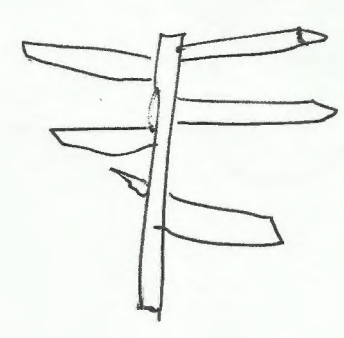
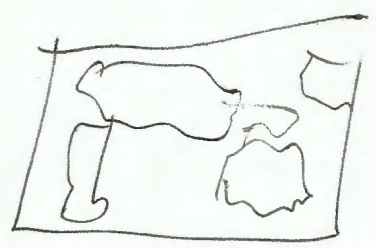
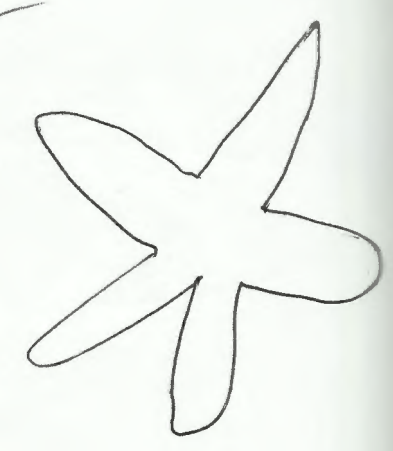
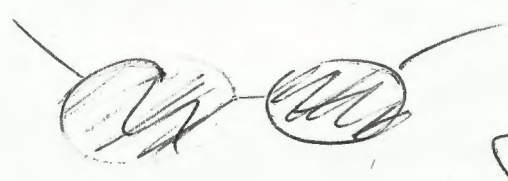
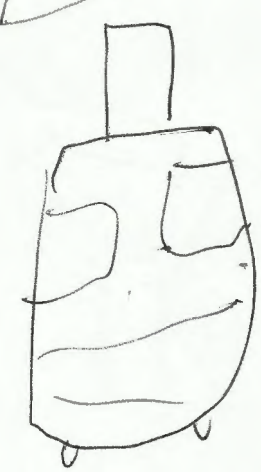
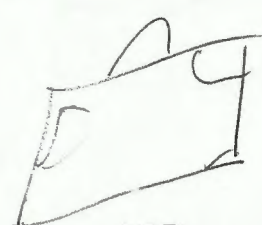
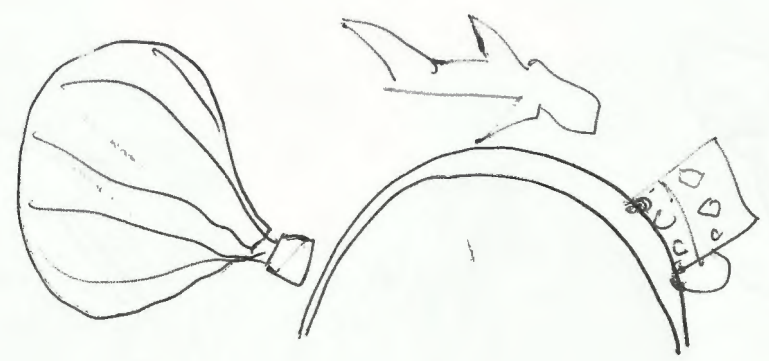
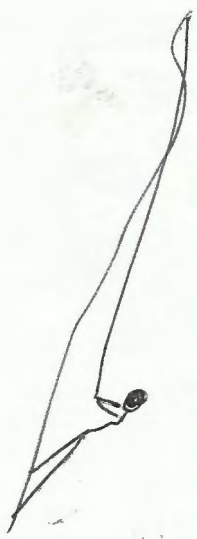
Harmonious / Conflict / Travel

Theme 1

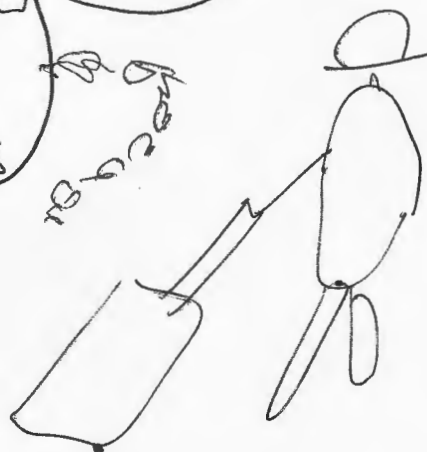
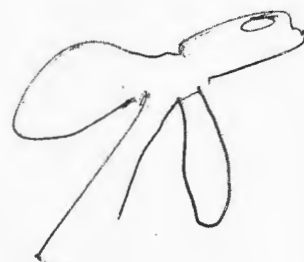
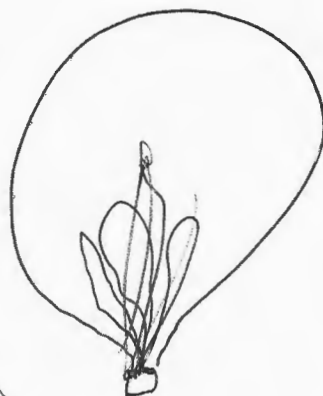
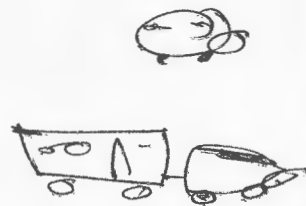
Travel



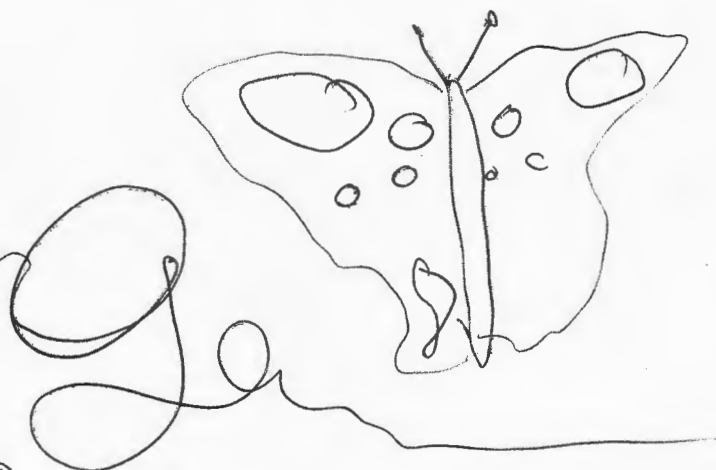


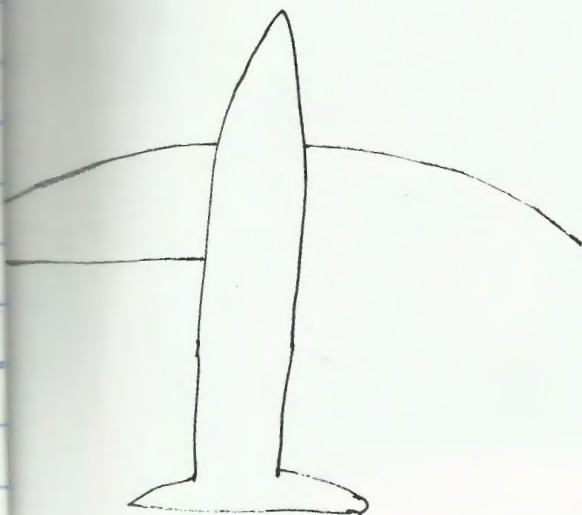
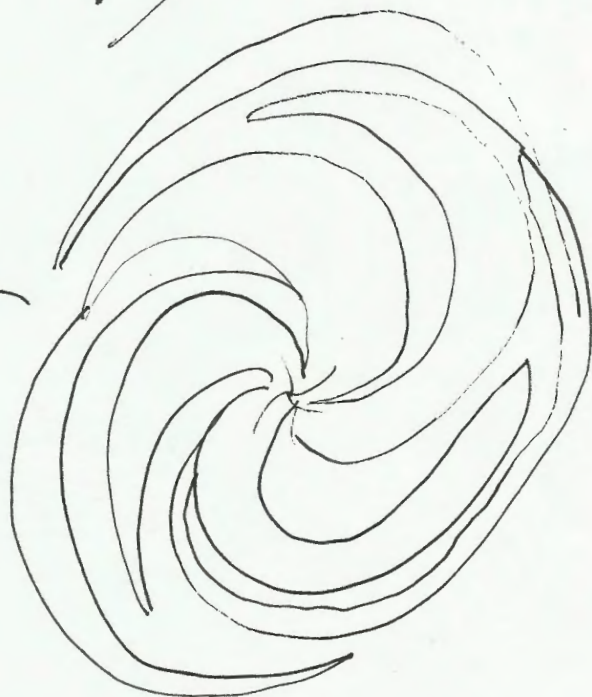
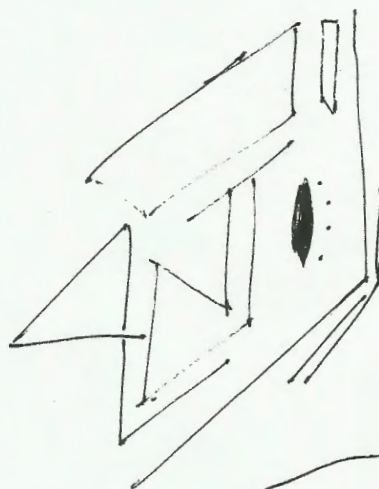
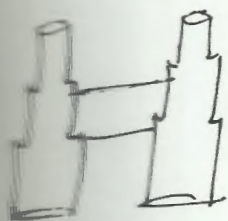
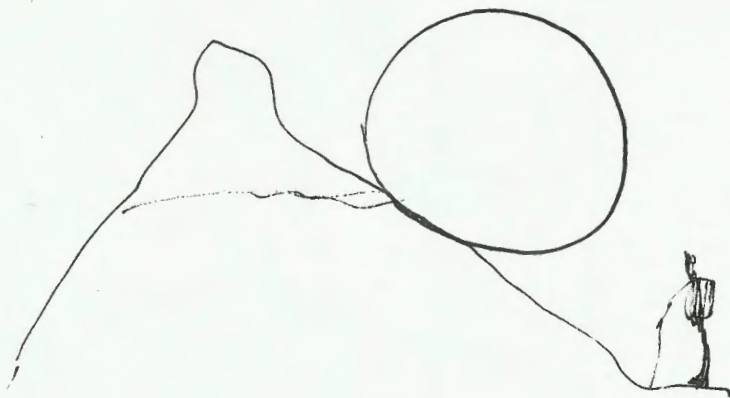
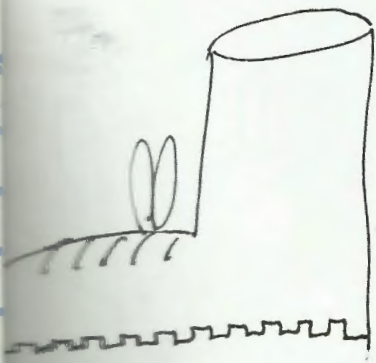


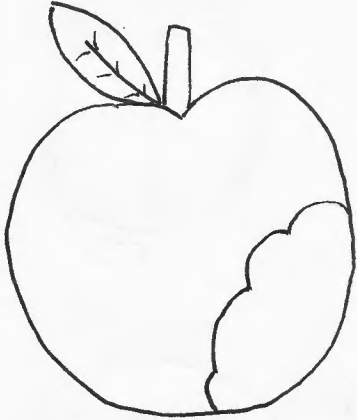
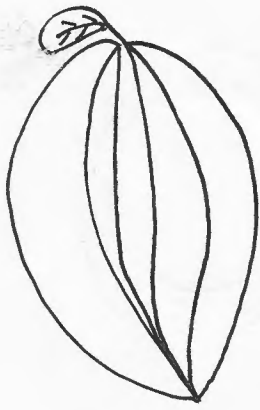
TRAVEL 4 LIFE

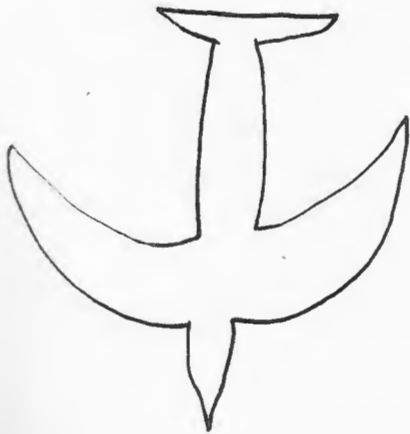
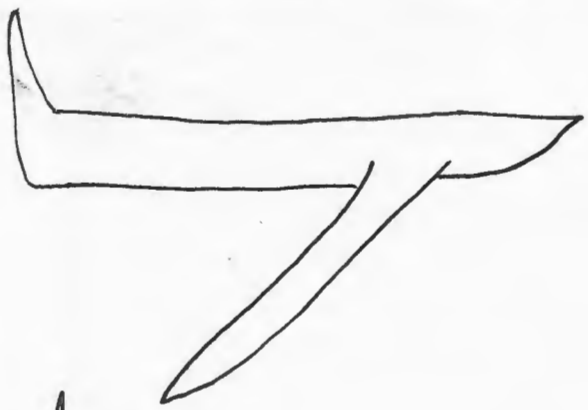


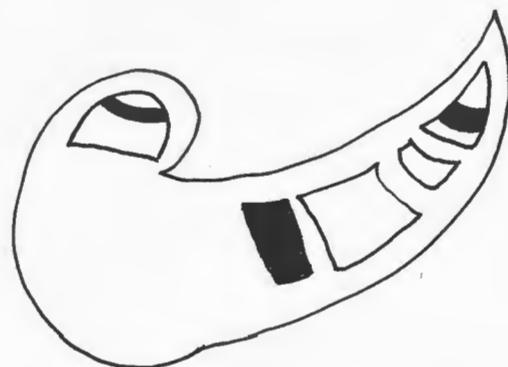
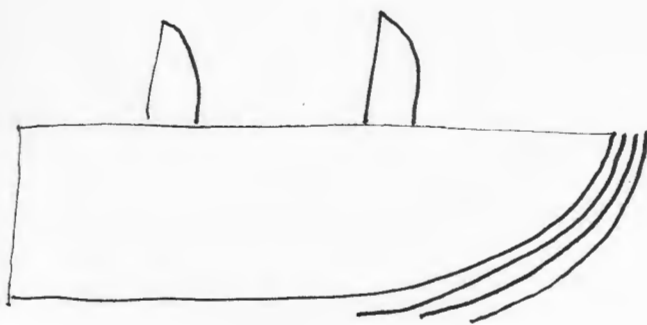
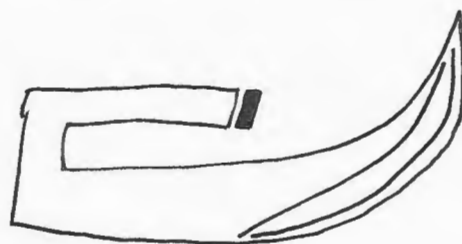
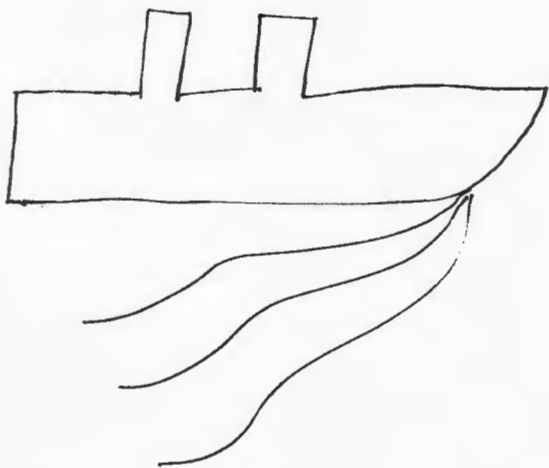
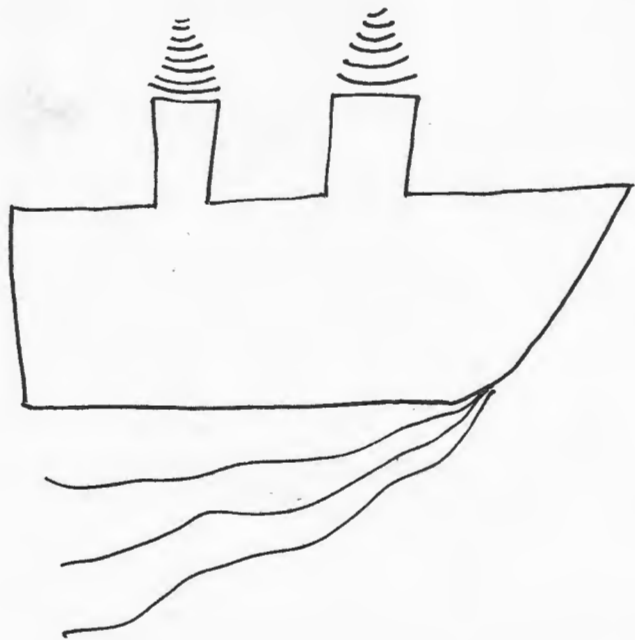
Keep Moving

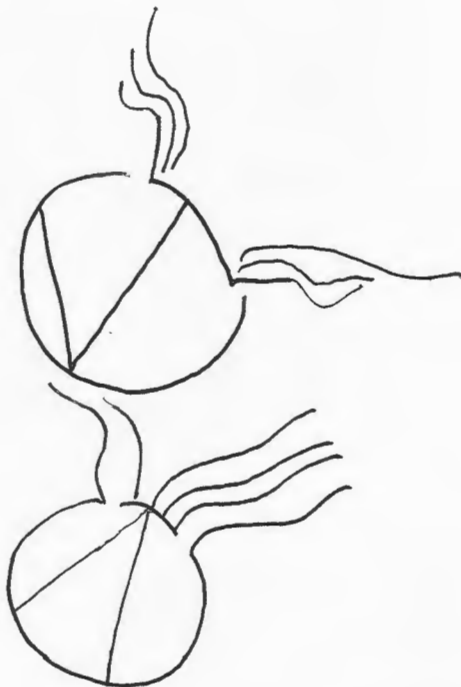
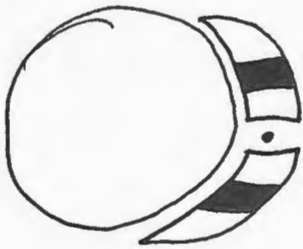
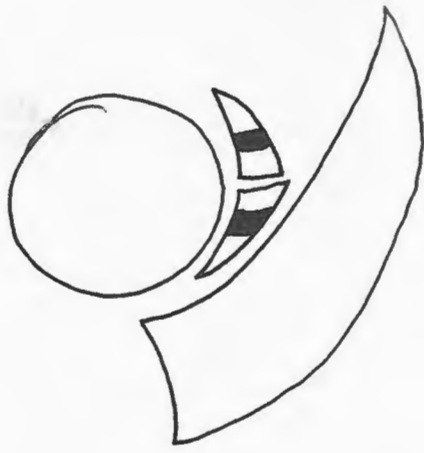


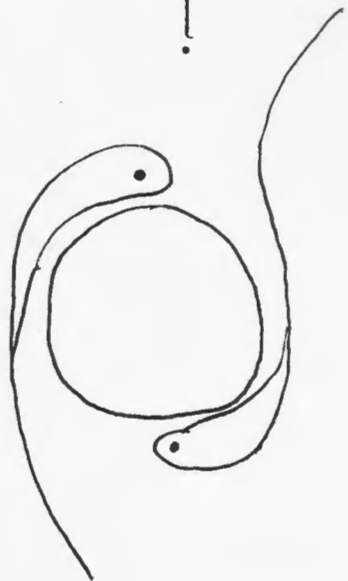
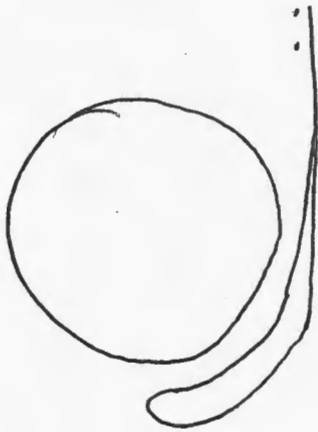
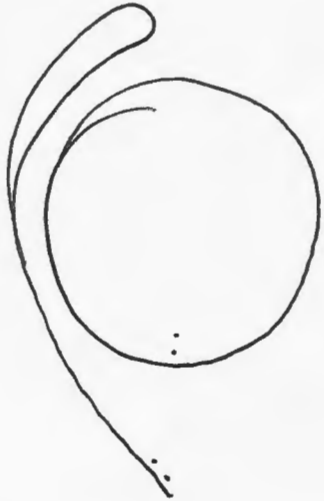
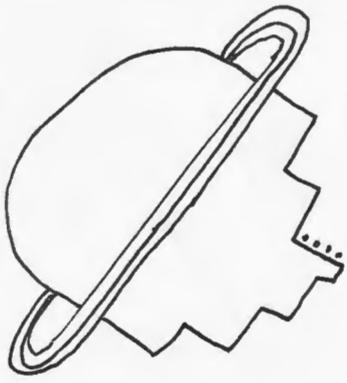


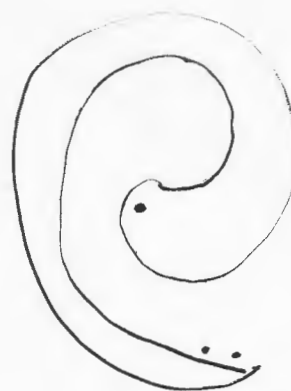
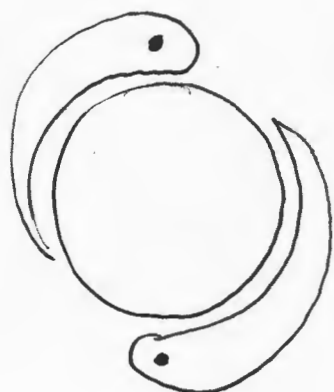
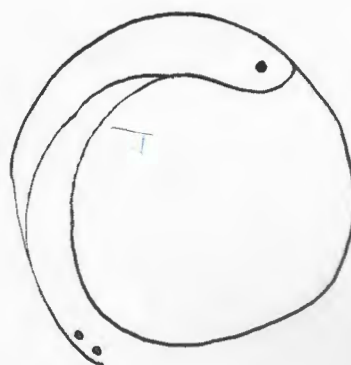
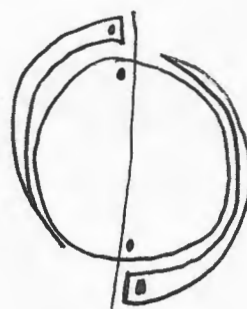
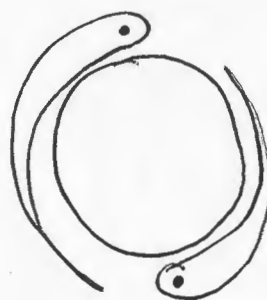
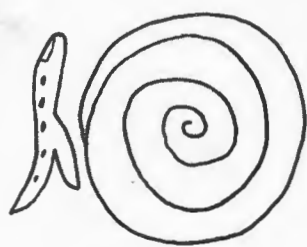


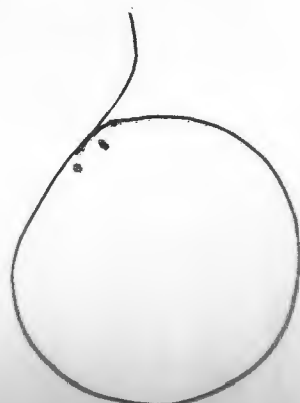
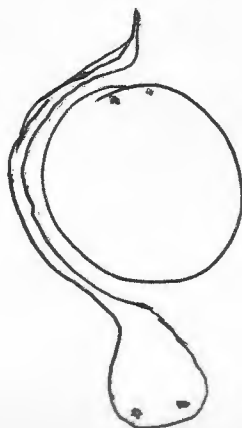
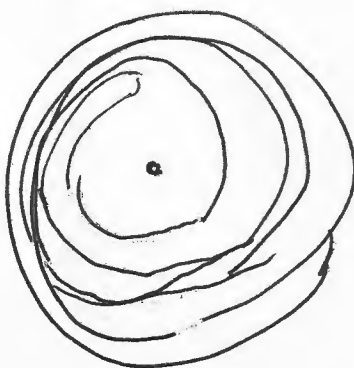
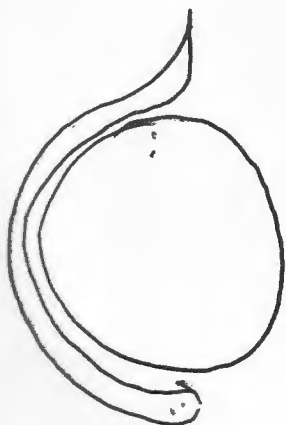
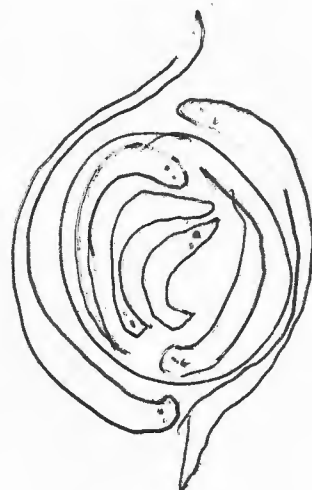
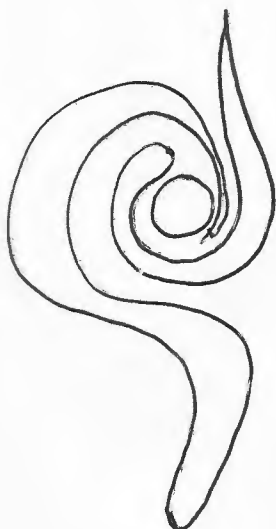
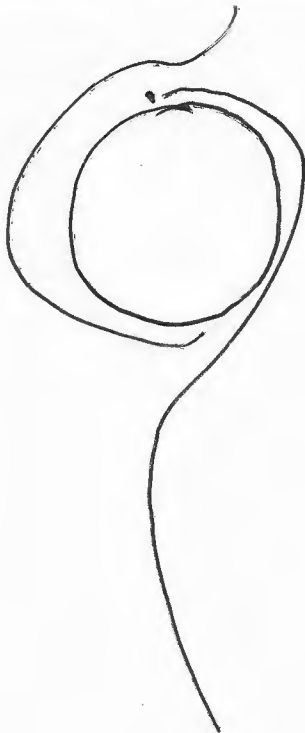
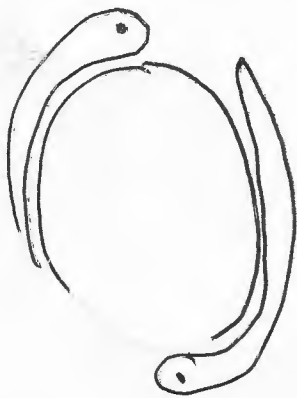


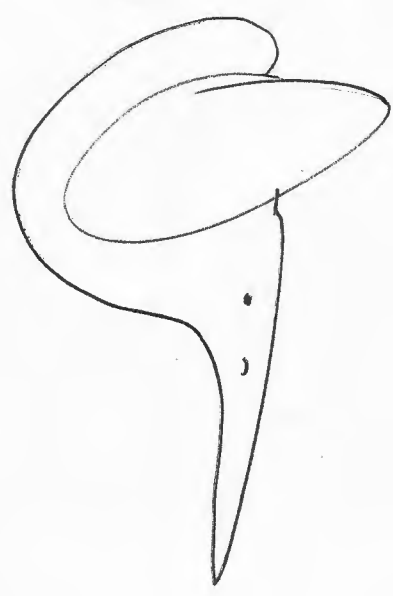
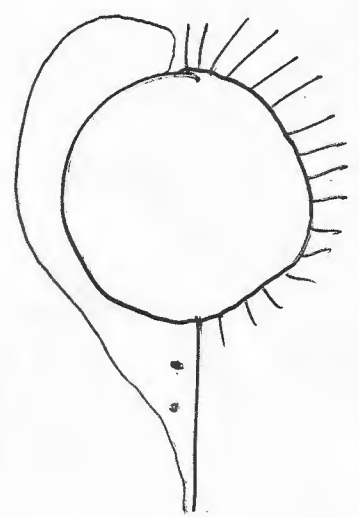
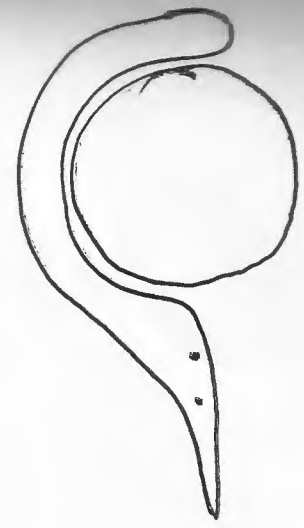
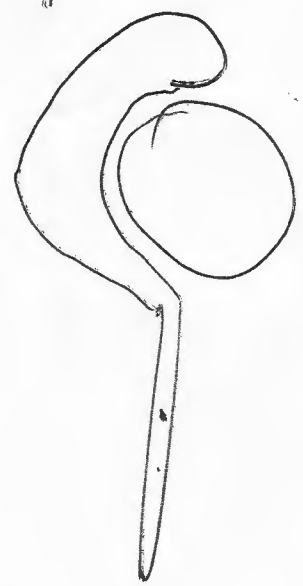
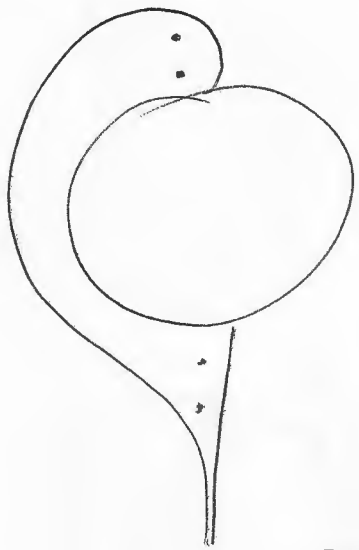
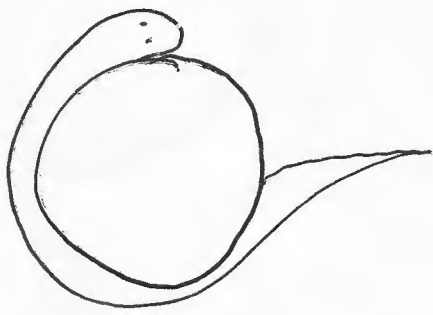
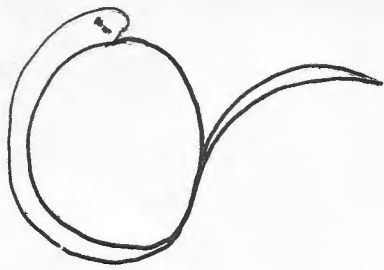


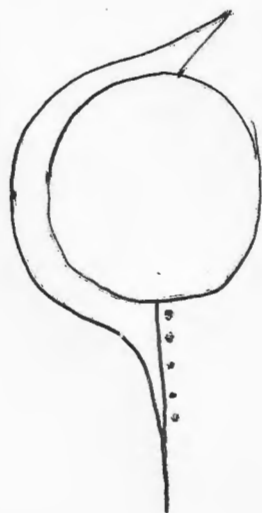
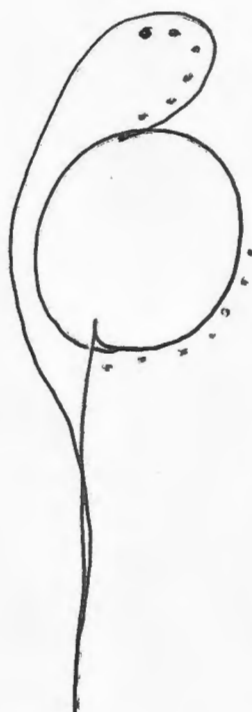
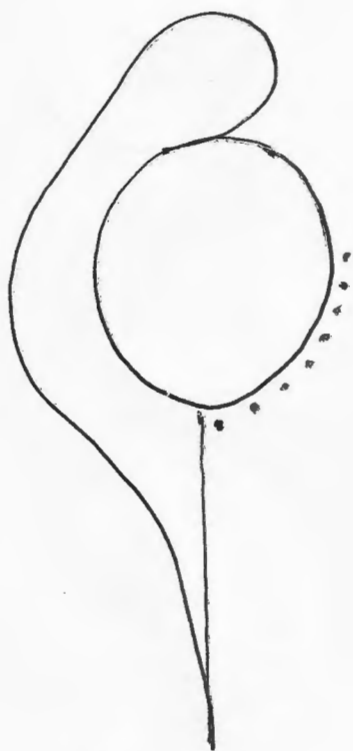
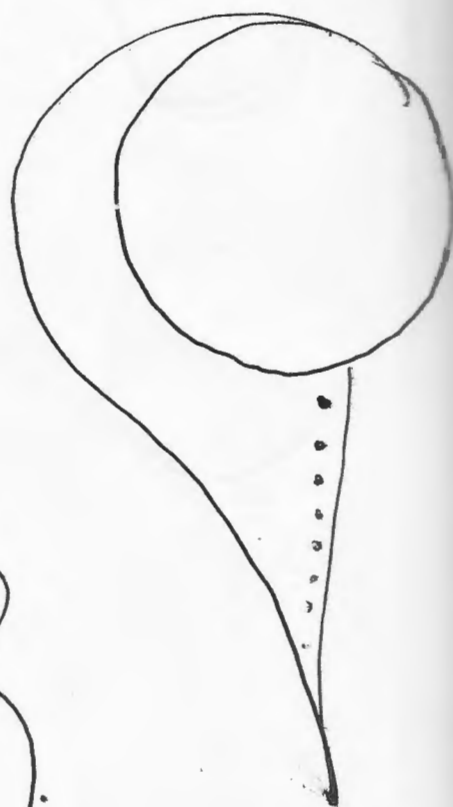
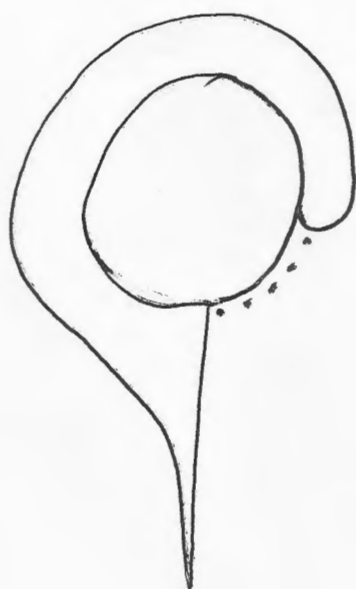
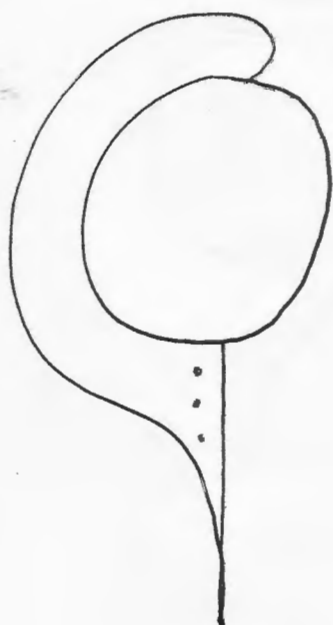


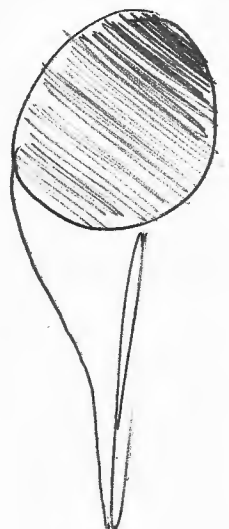
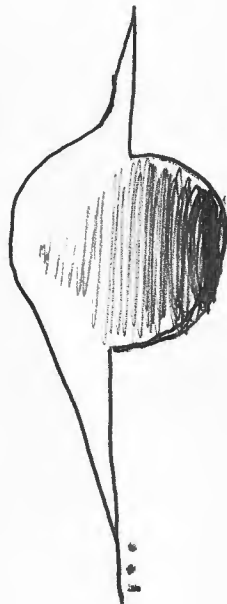
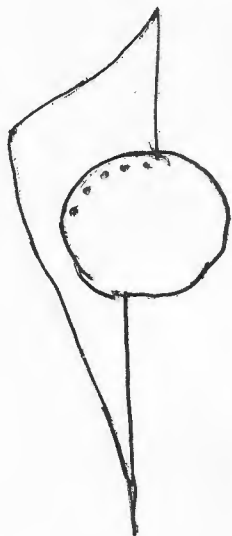
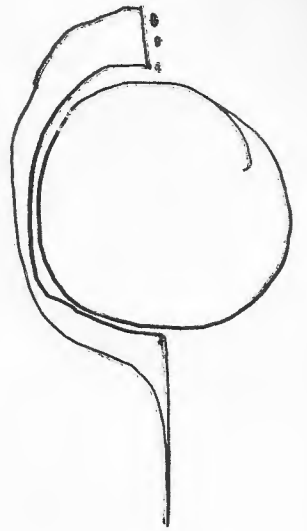
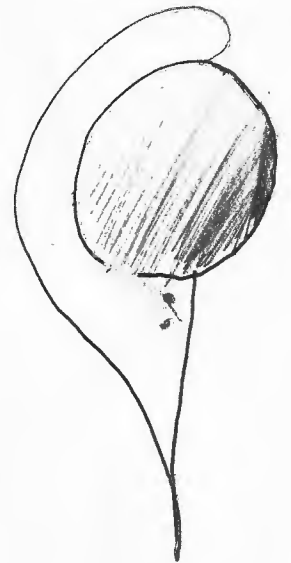
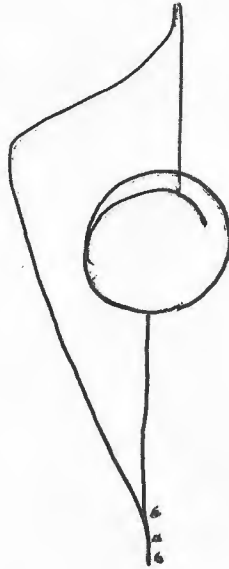
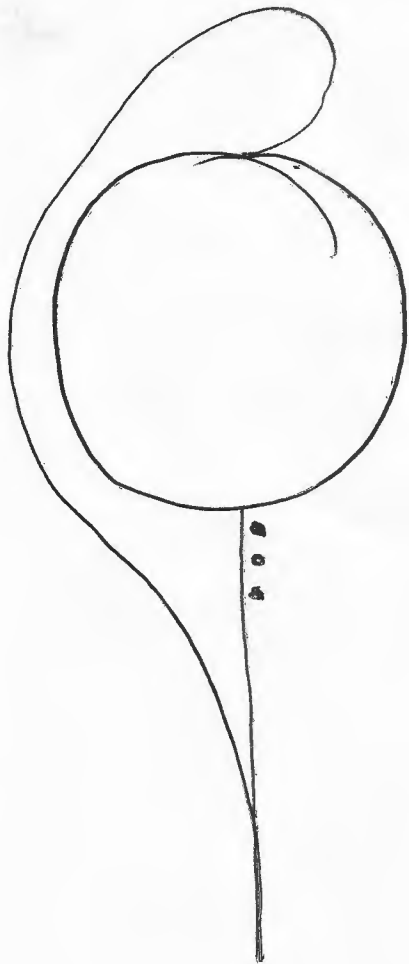


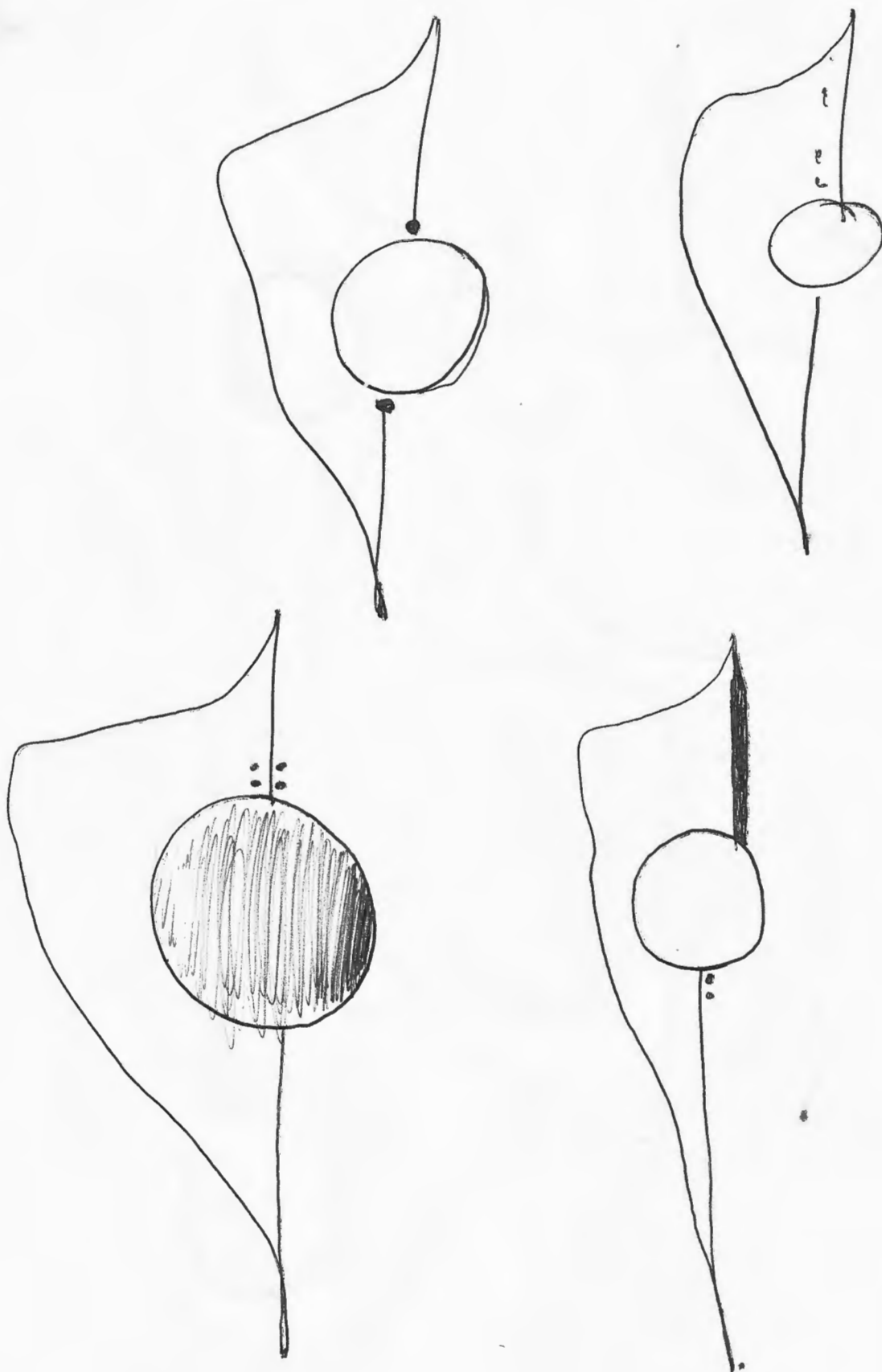


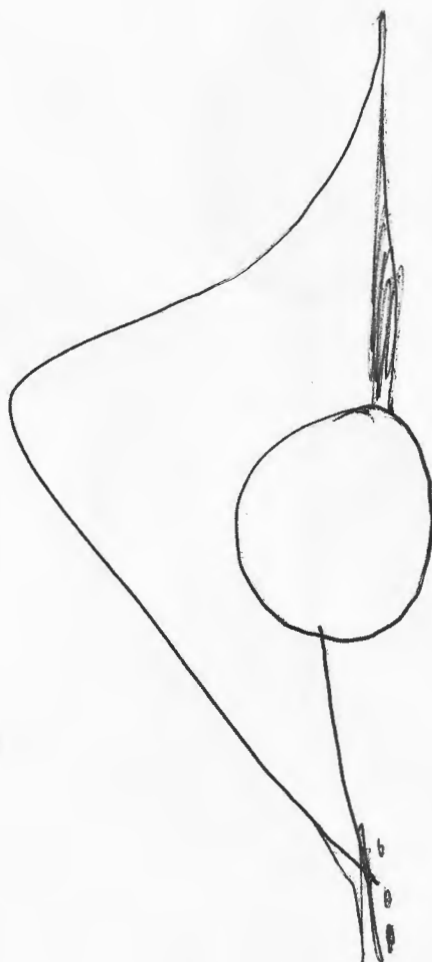
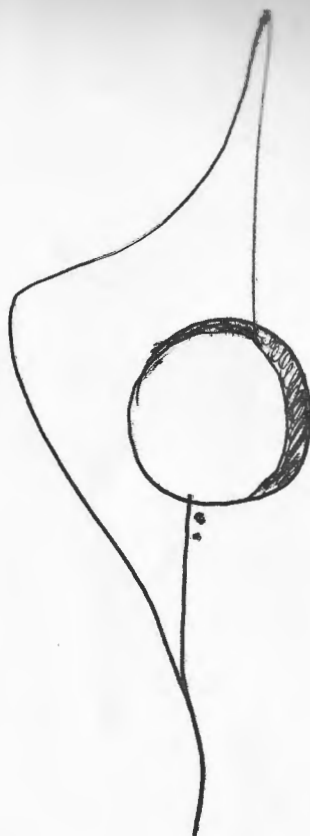
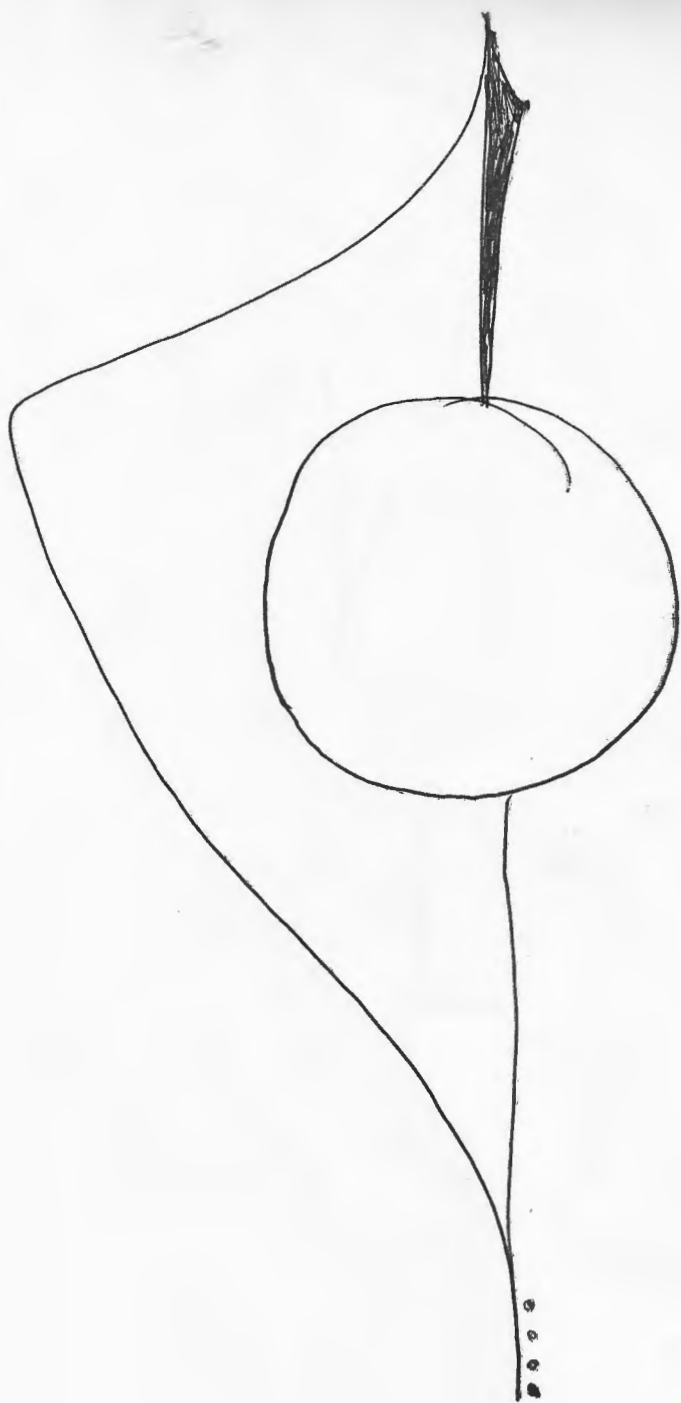


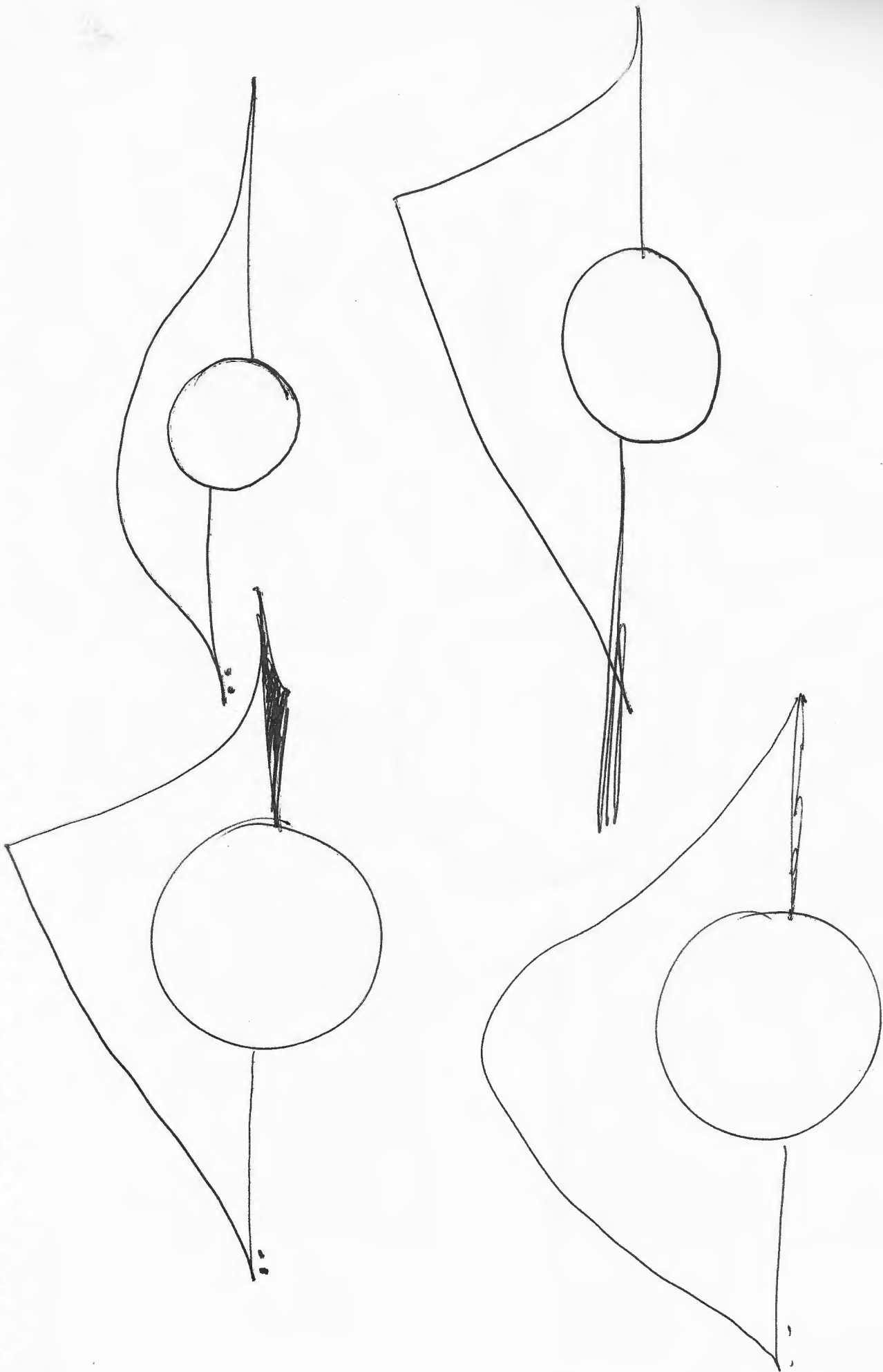




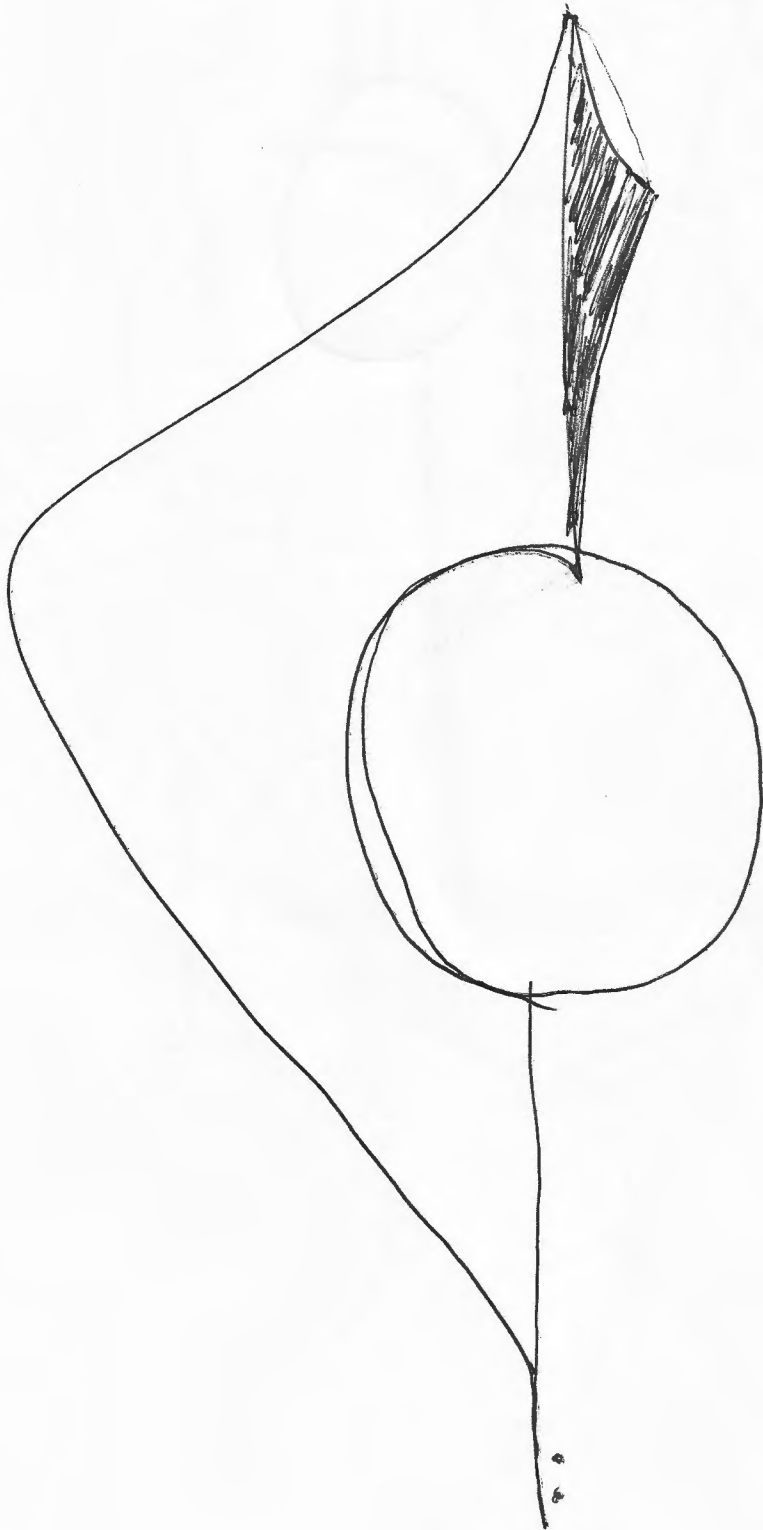






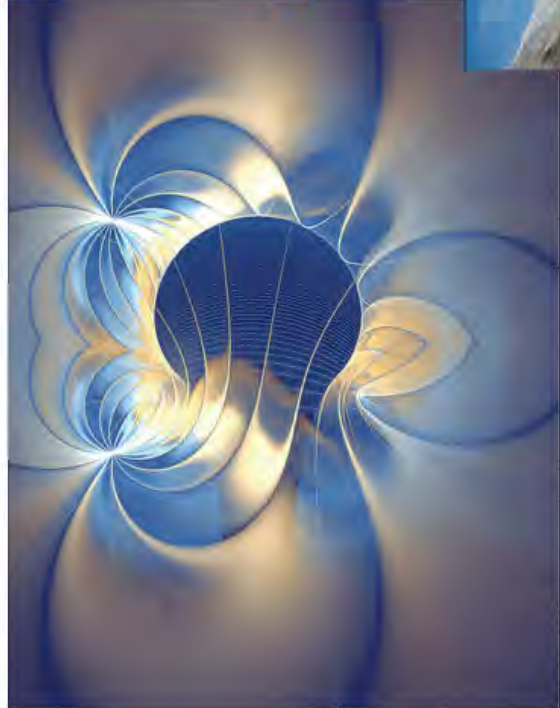
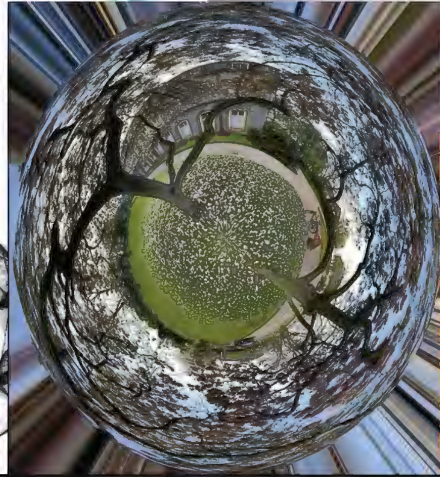
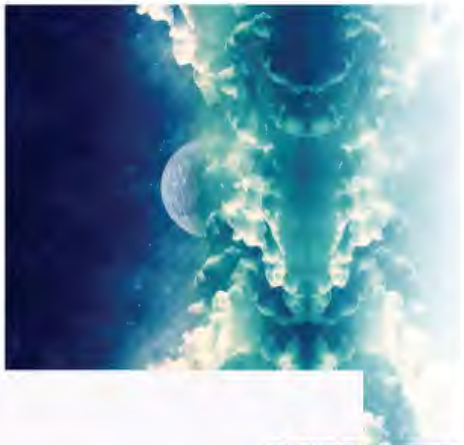


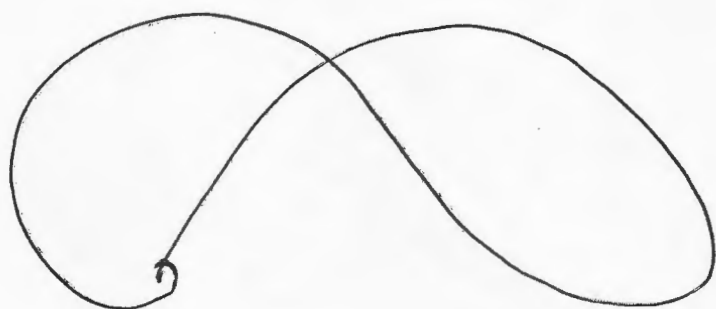
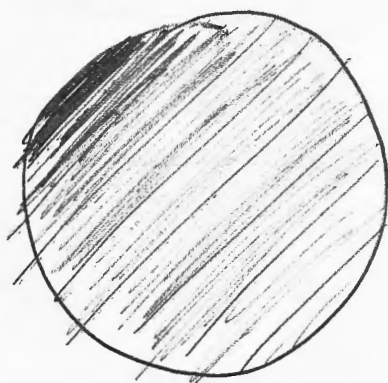
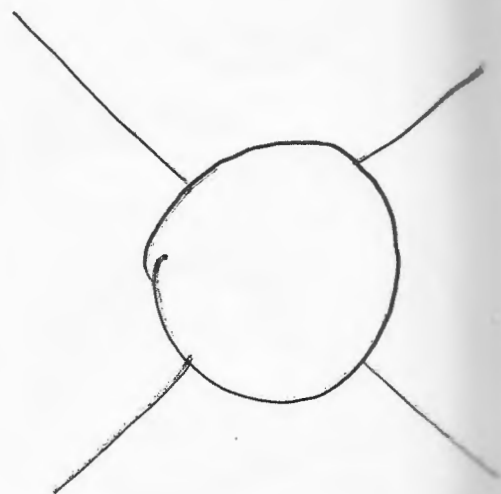
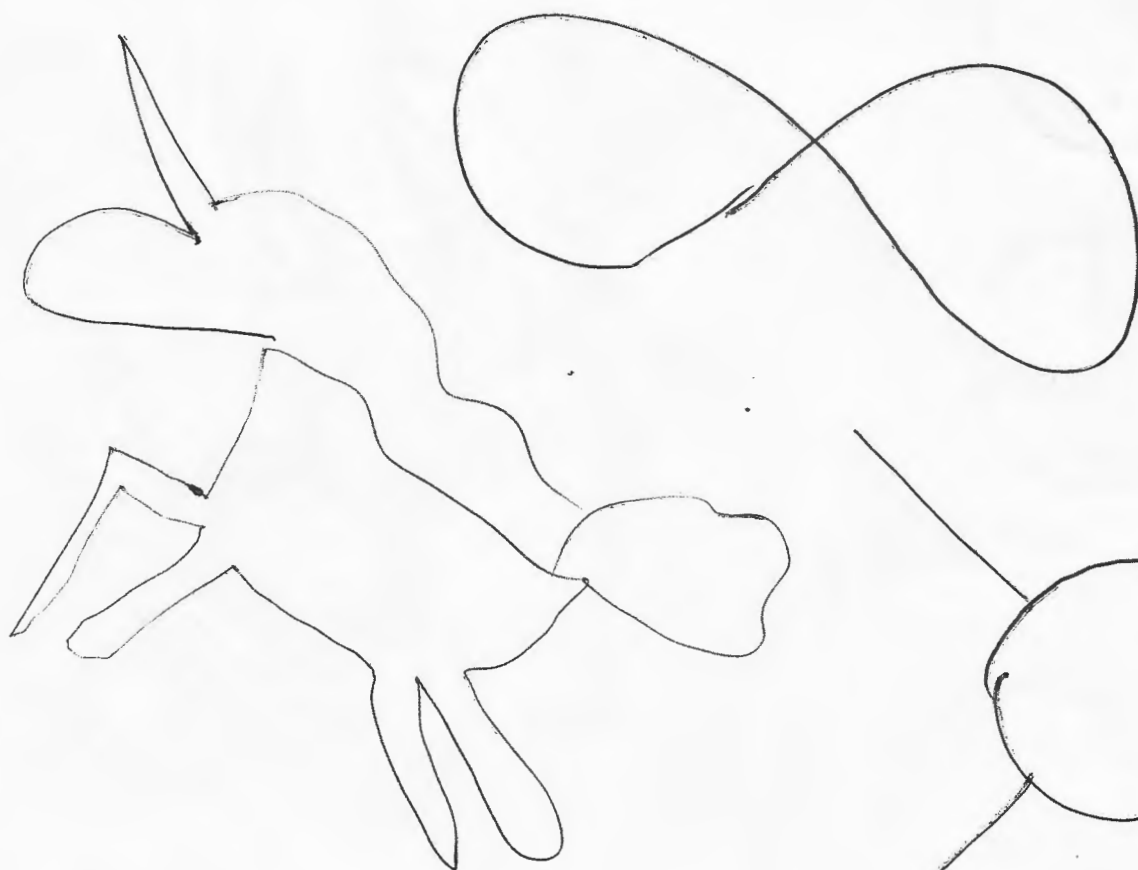
Final Logo

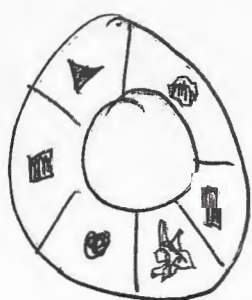
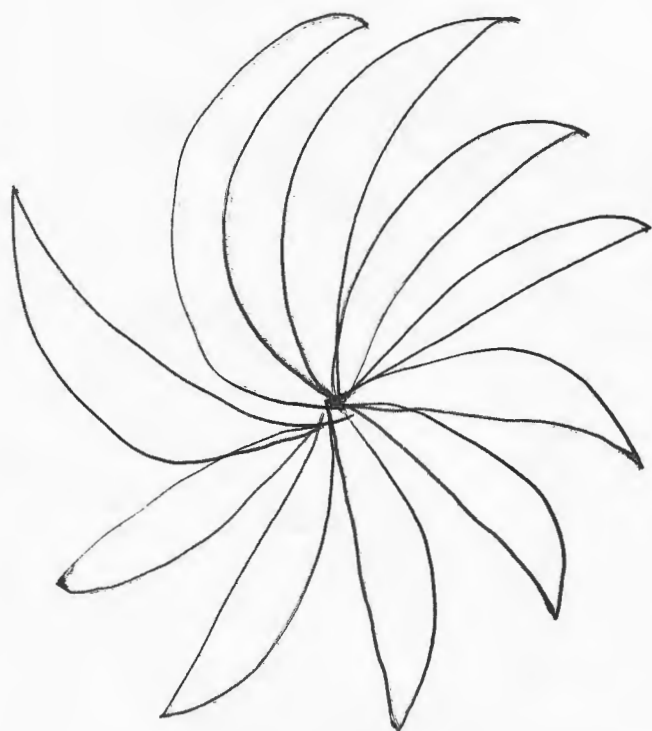
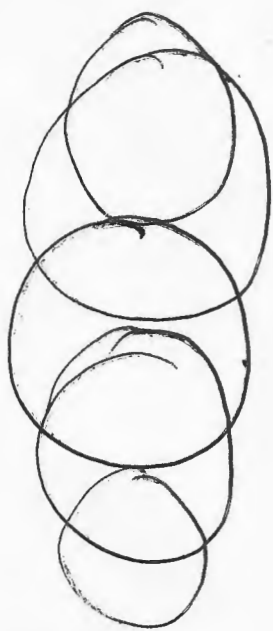


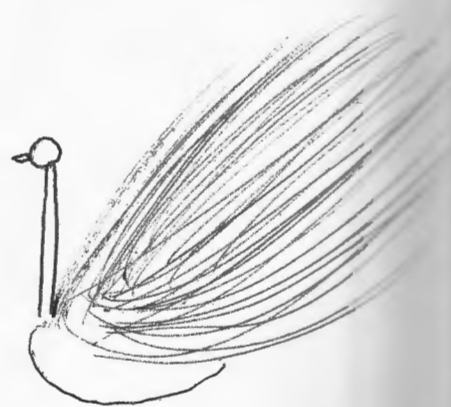
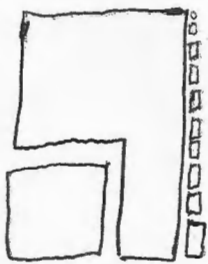
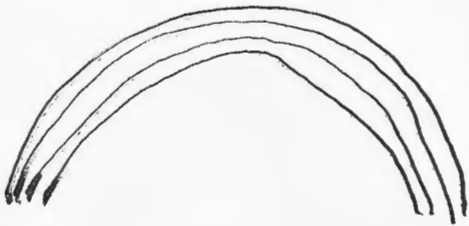
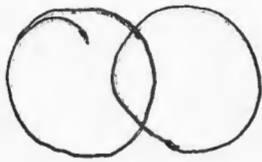
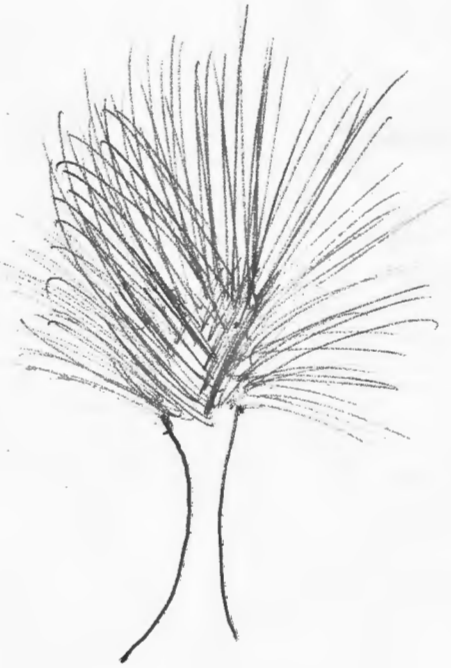
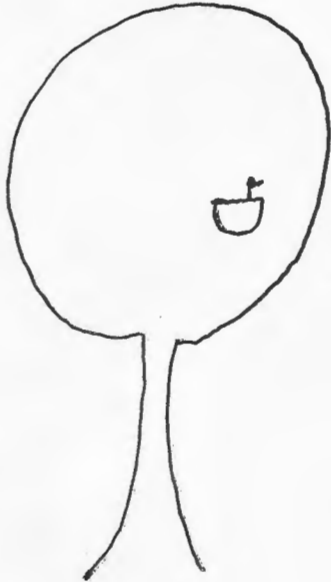
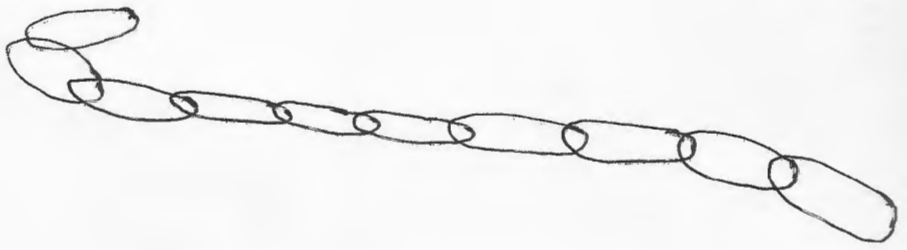
Theme 2

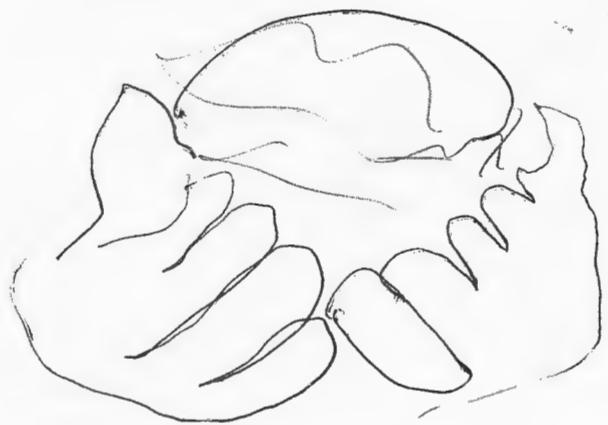
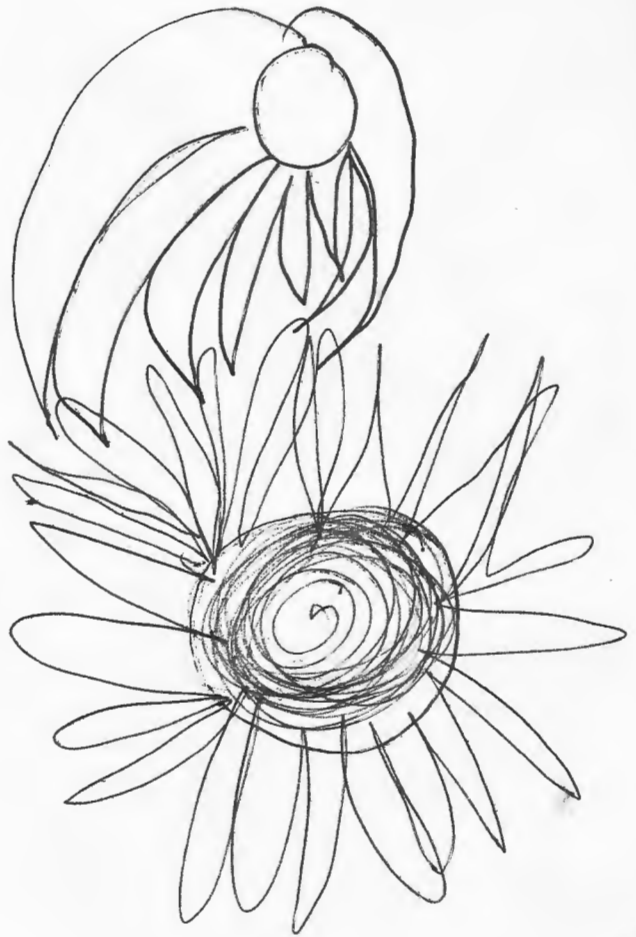
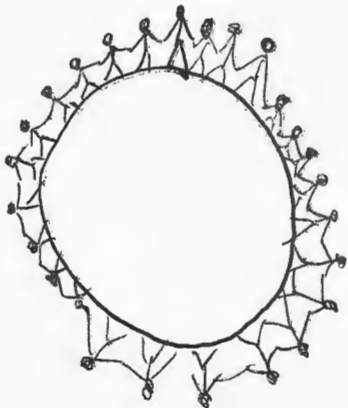
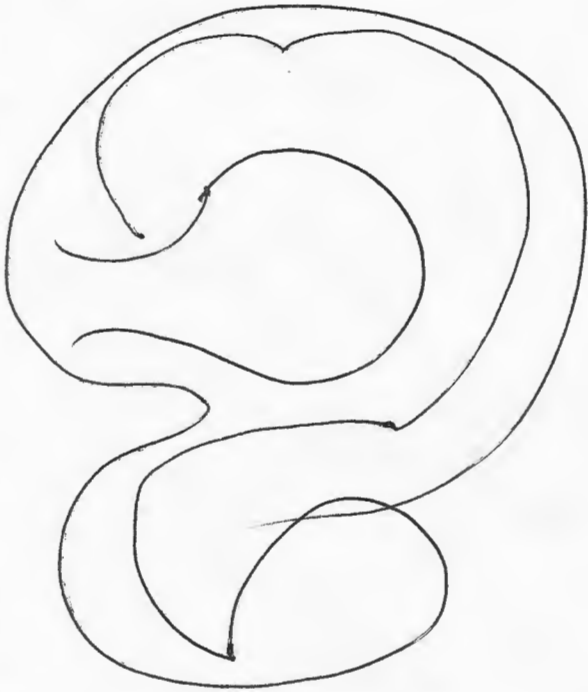
Harmony

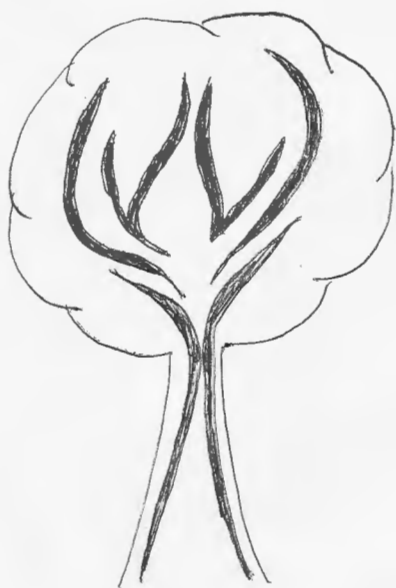
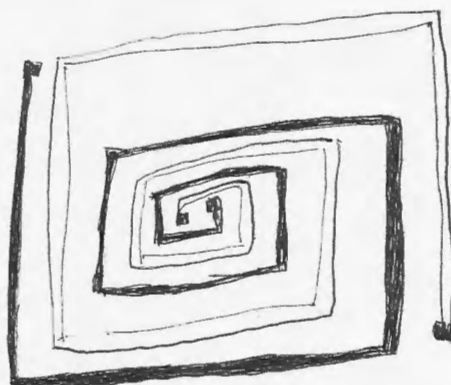


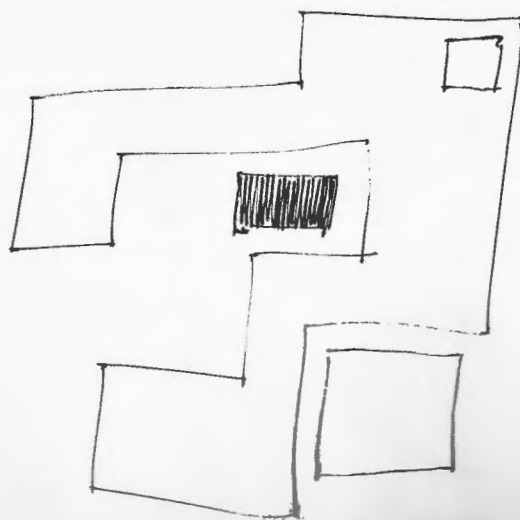
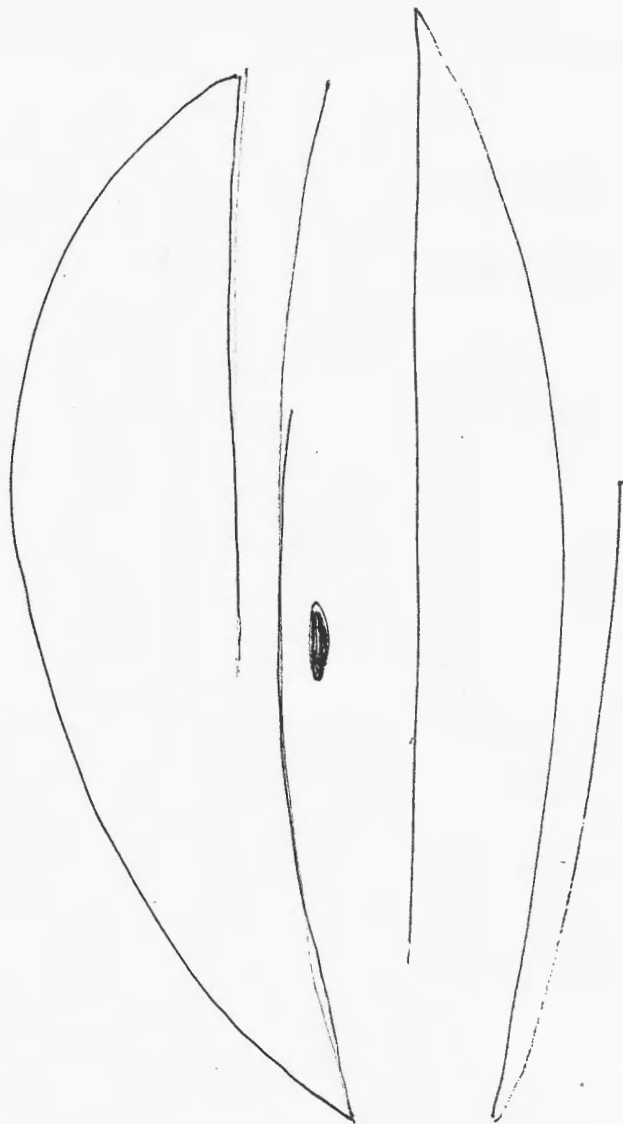
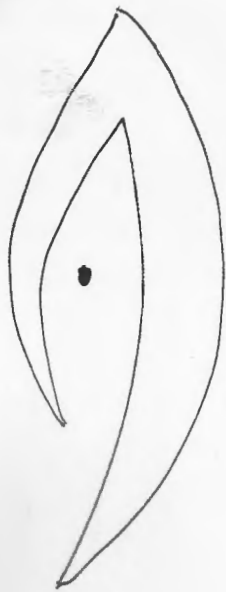


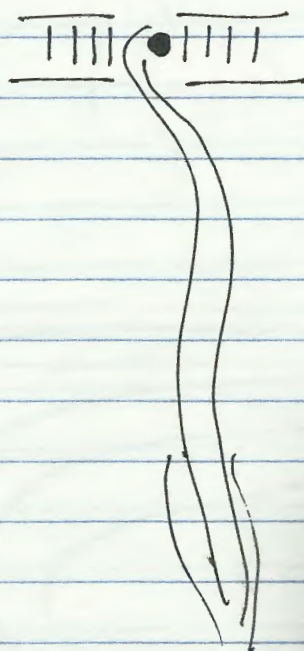
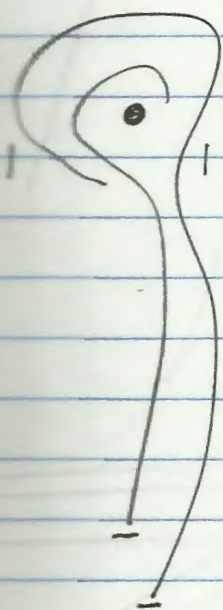
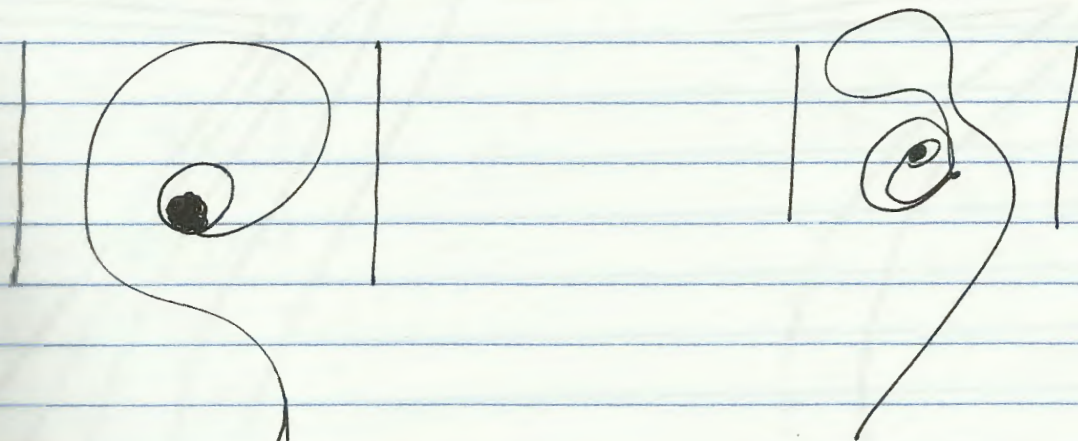


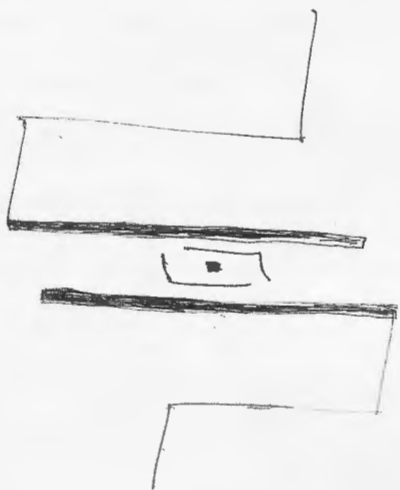
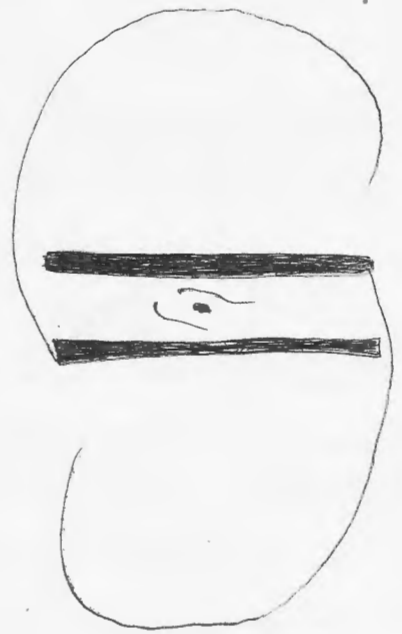


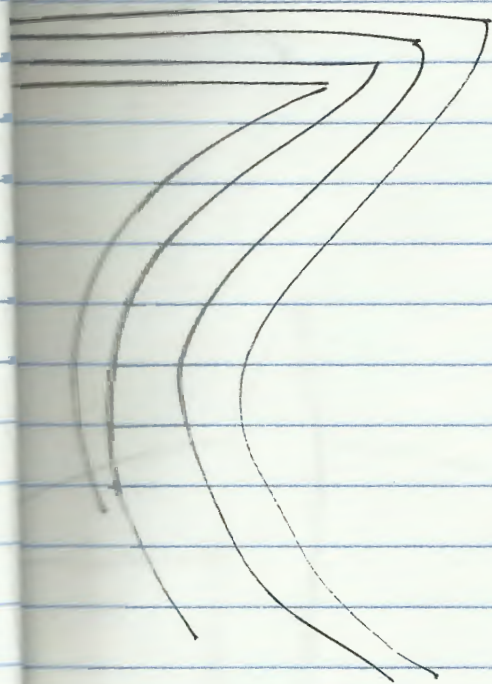
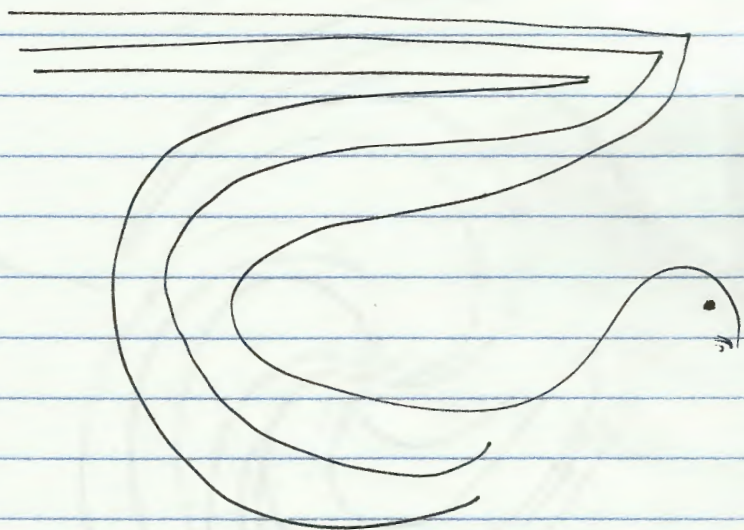
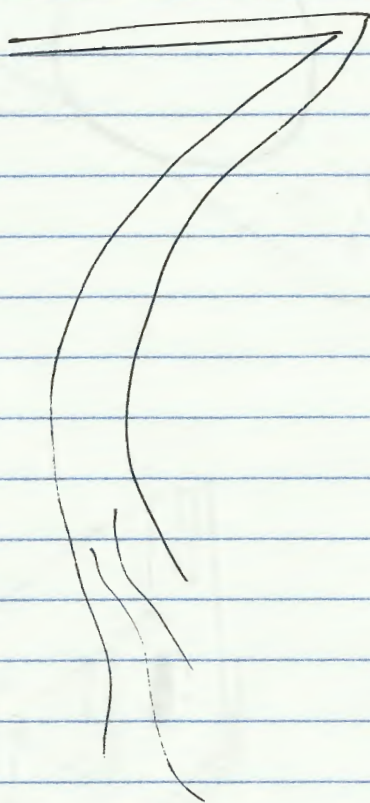
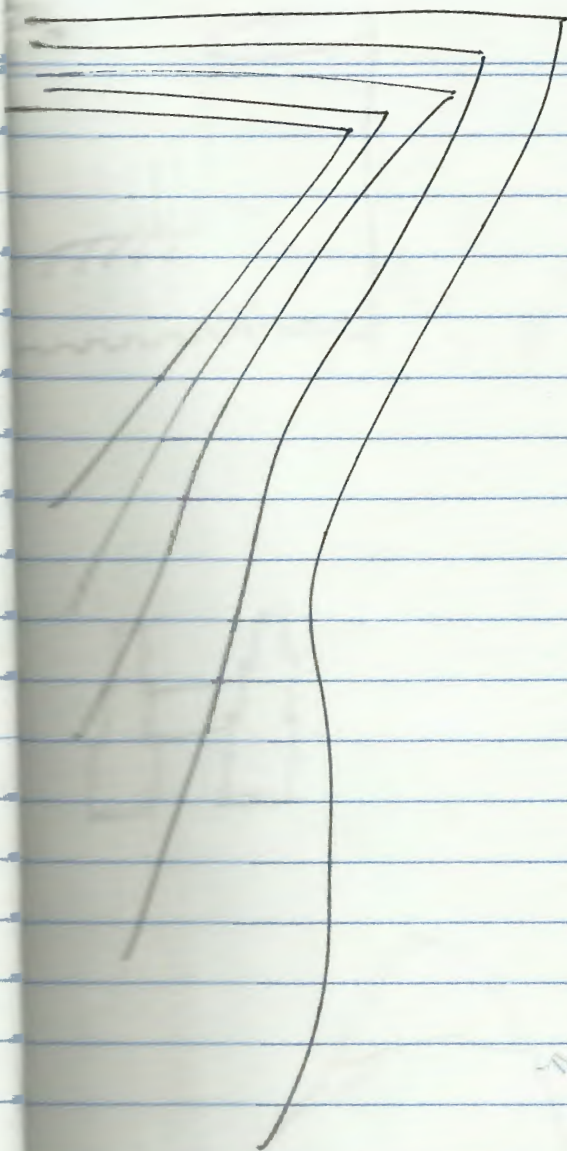


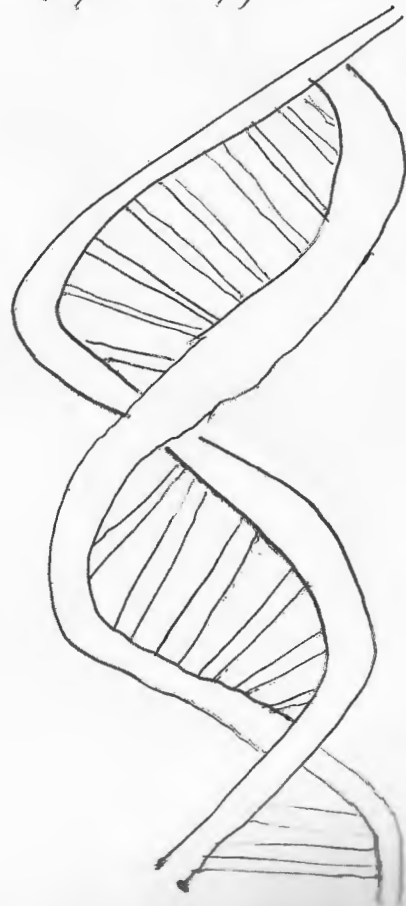
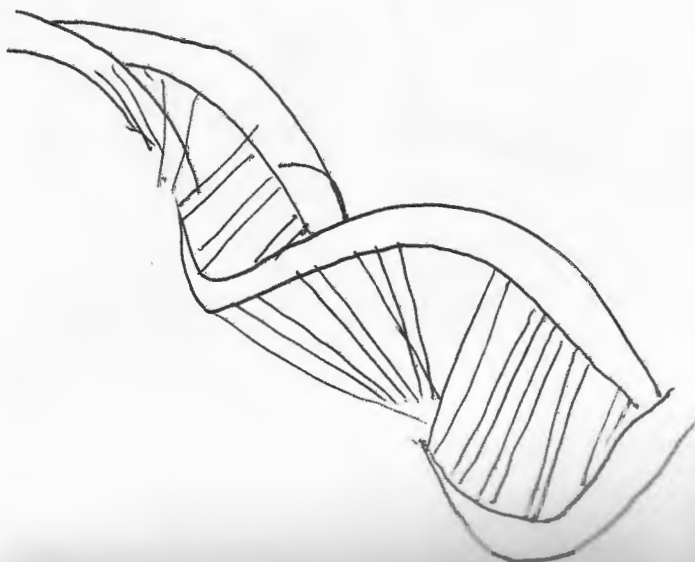
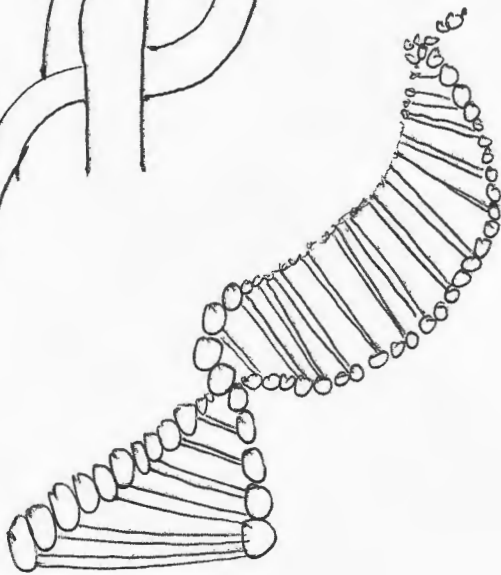
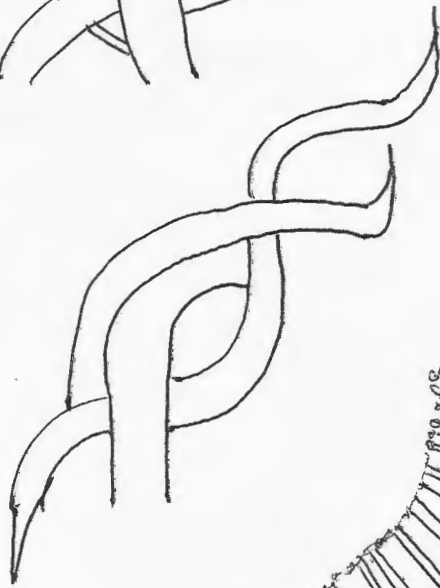
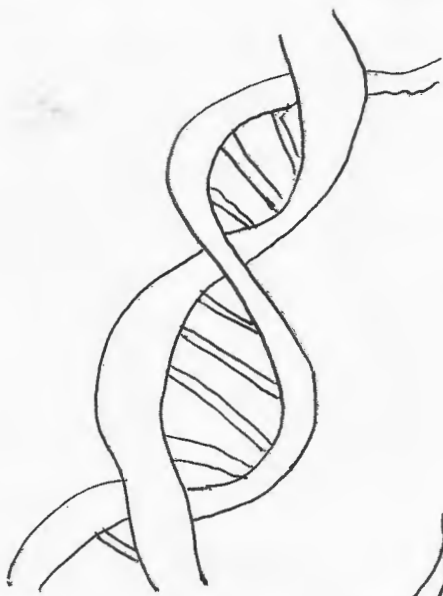




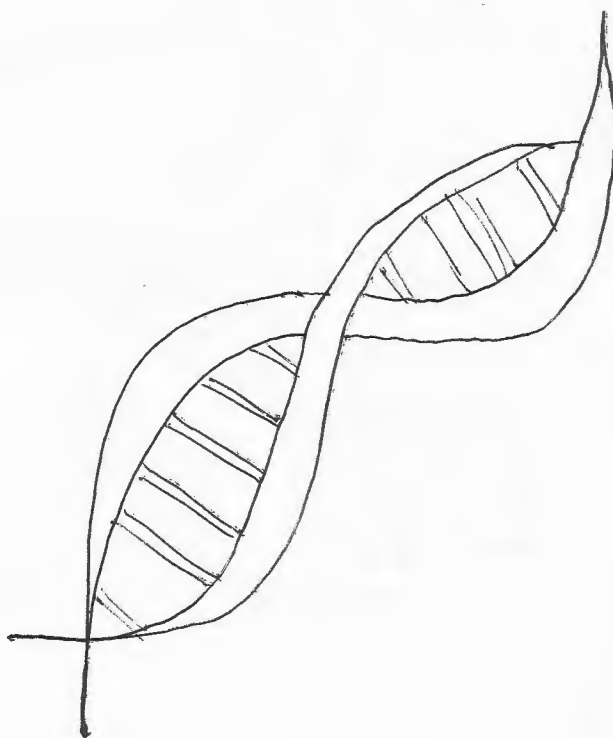
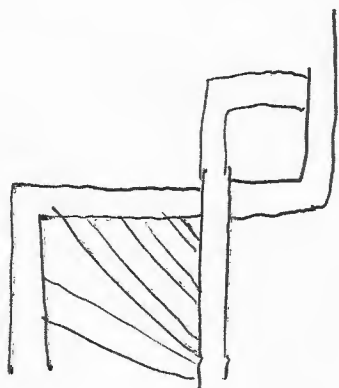
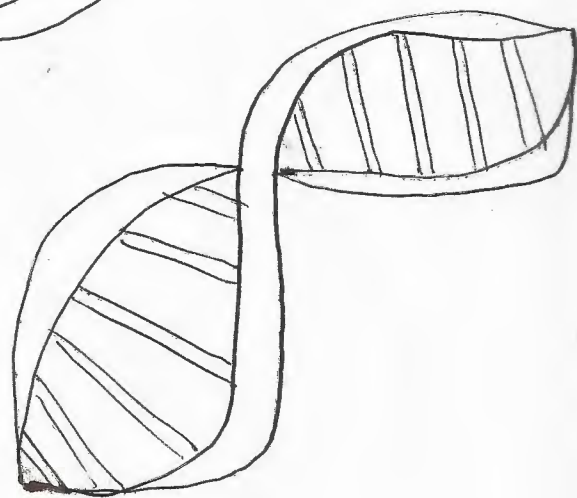
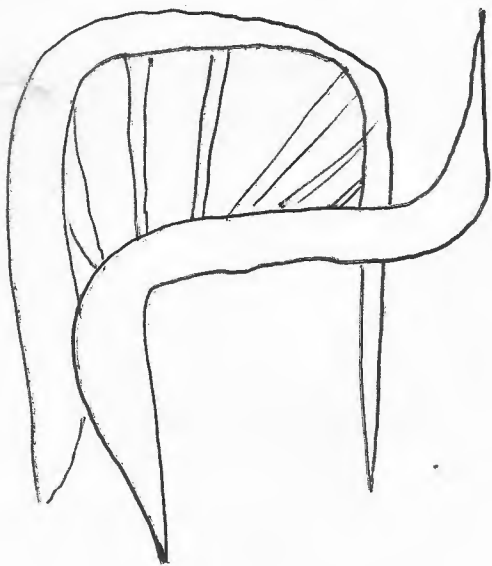


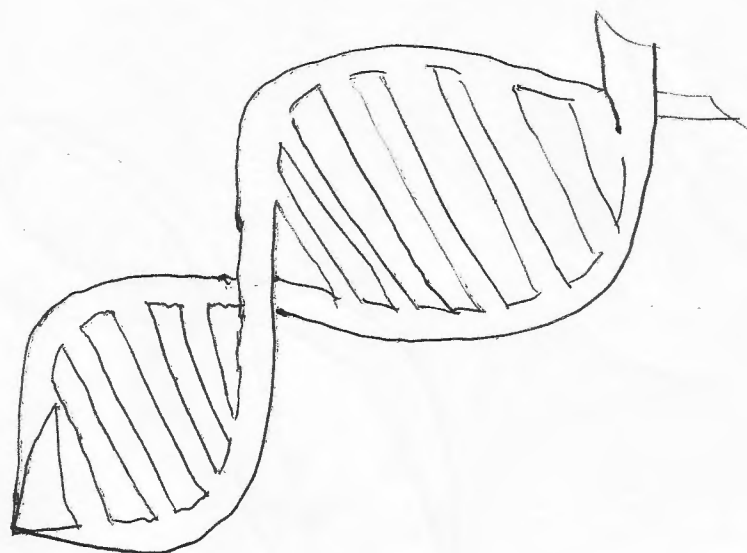
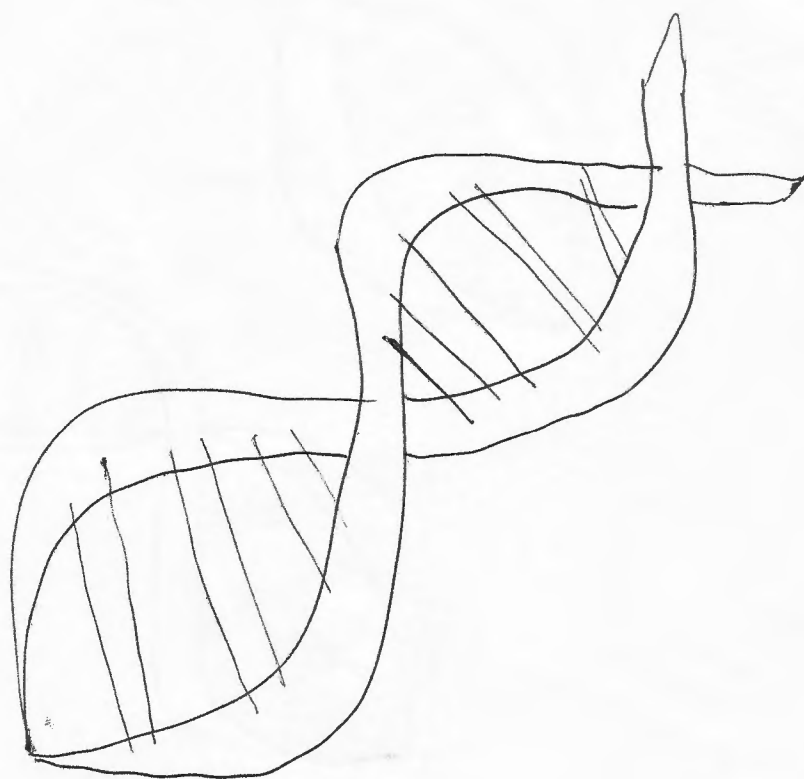


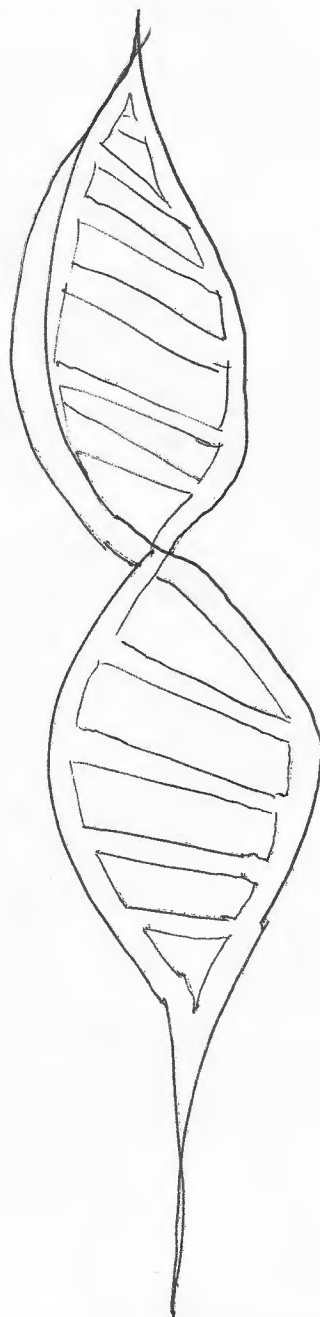
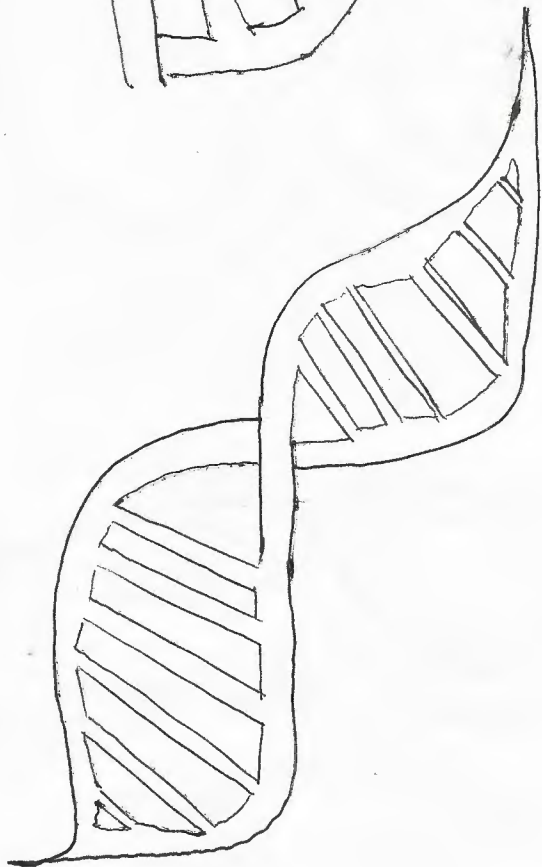


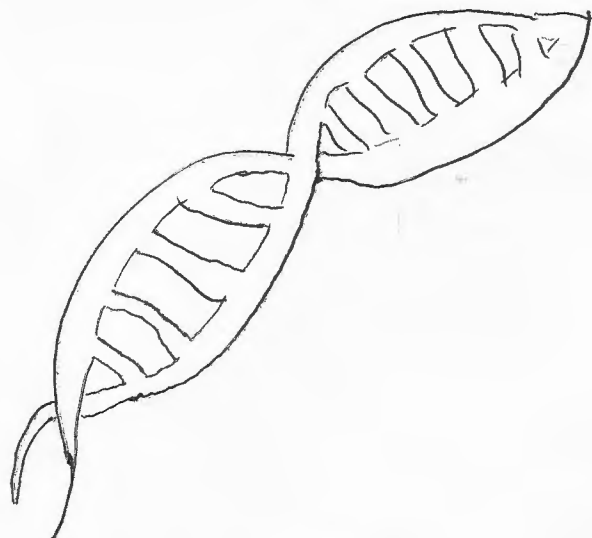
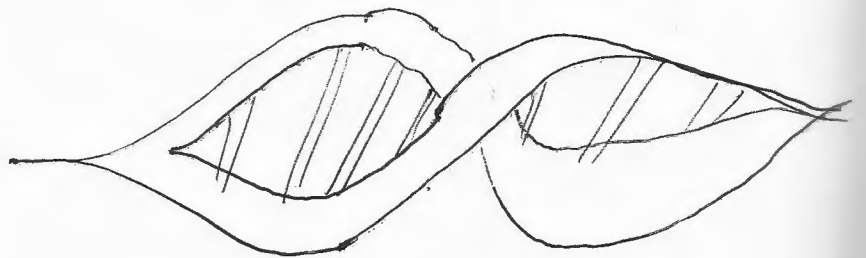
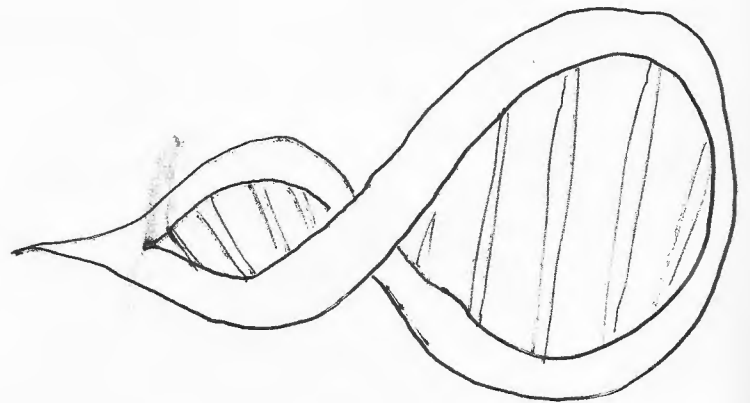
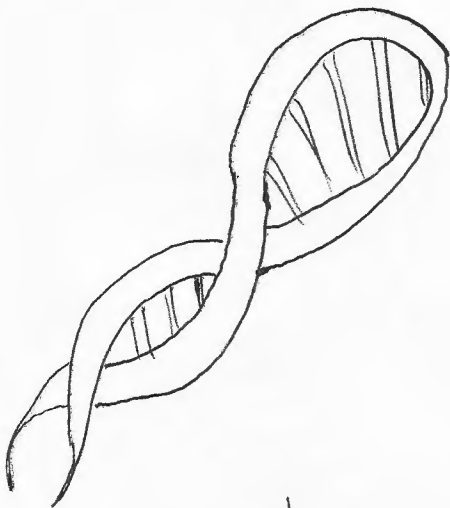
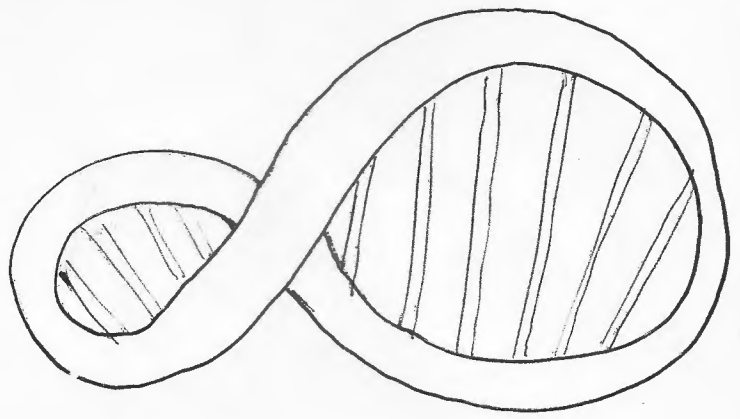
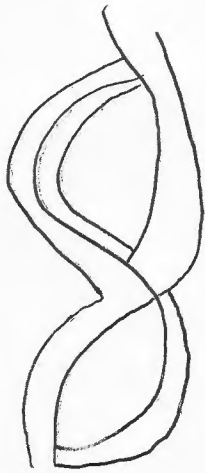


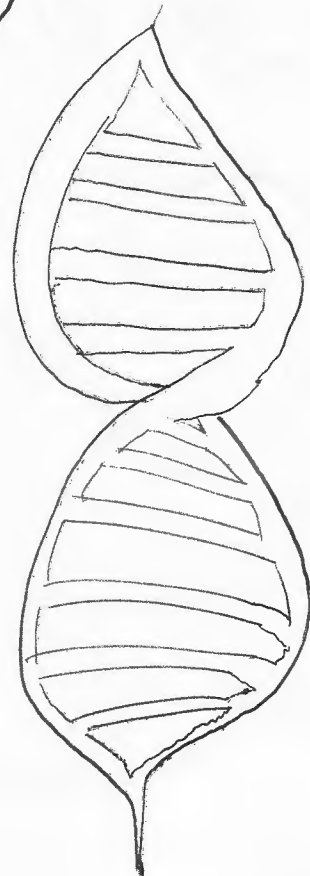
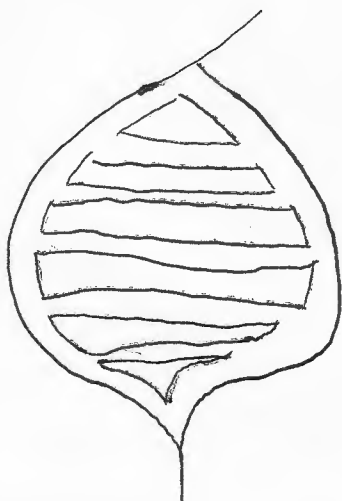
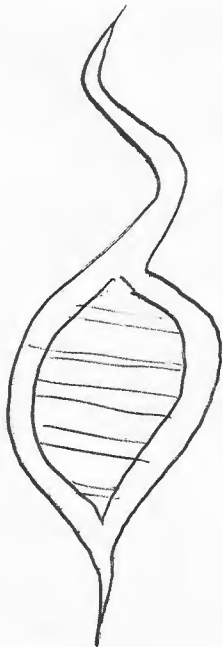
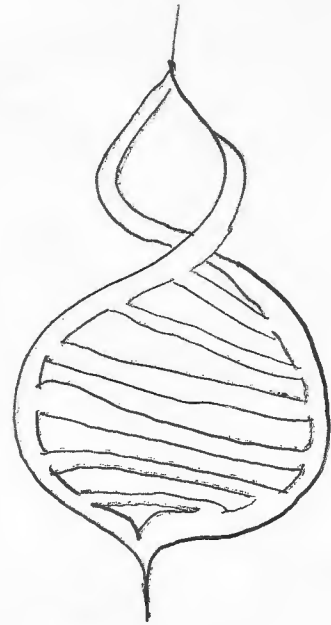
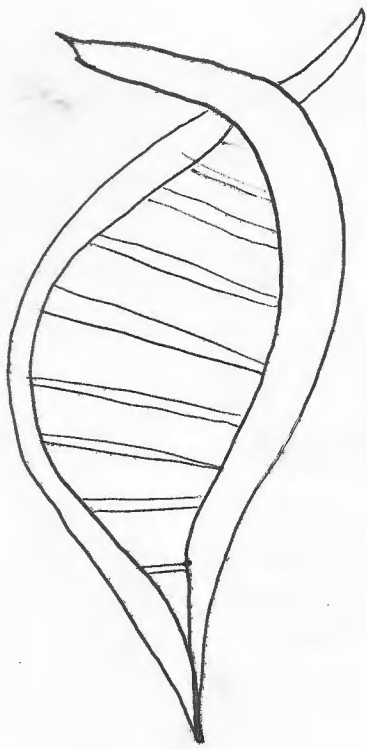


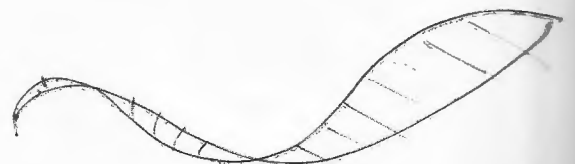
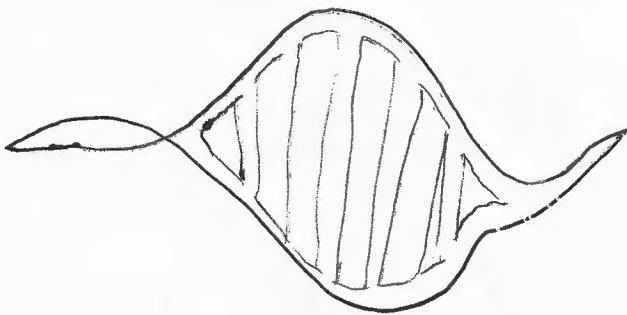
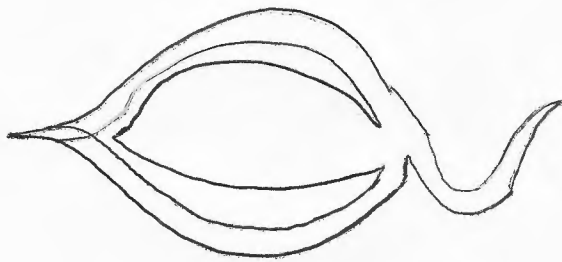
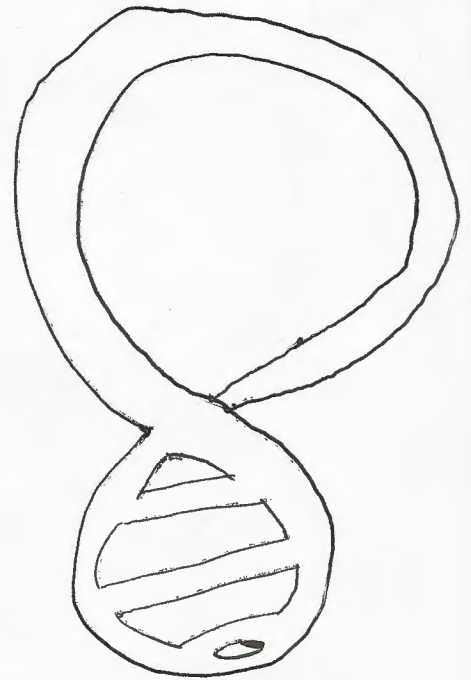
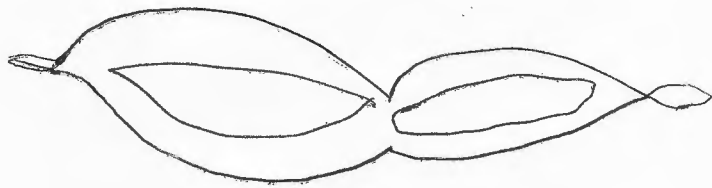
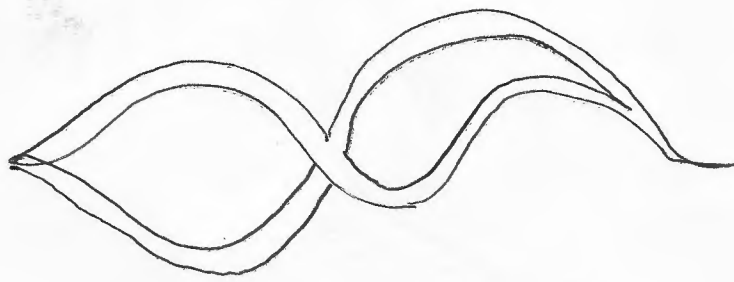


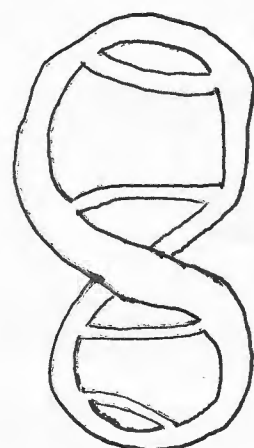
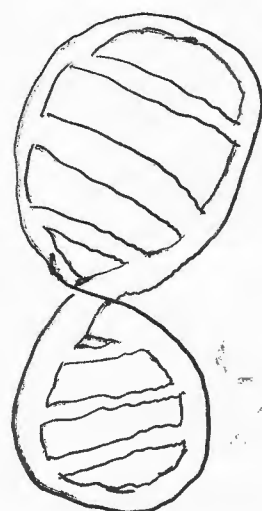
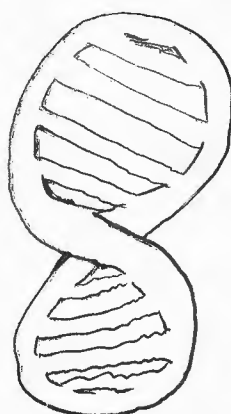
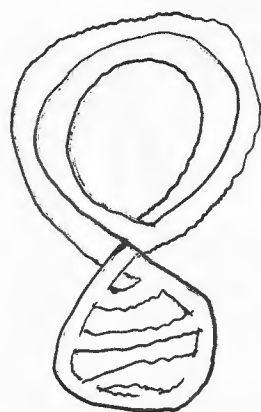
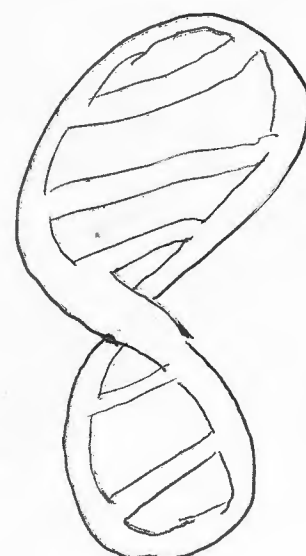
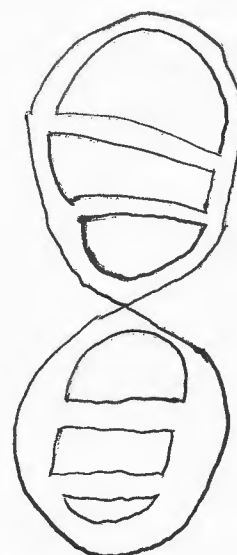
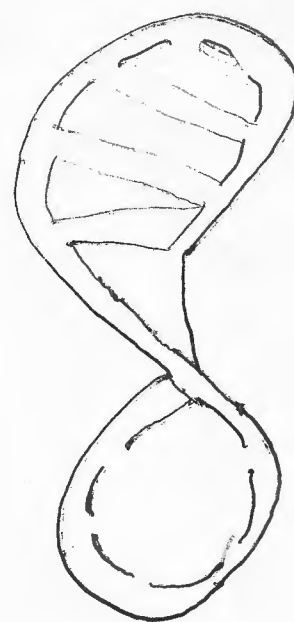


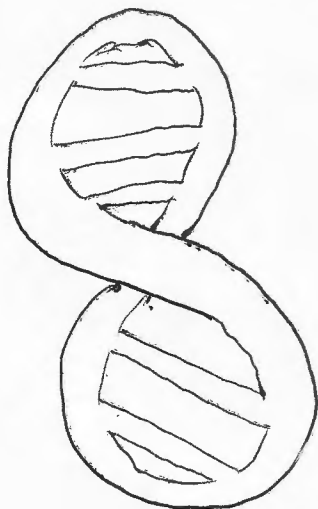
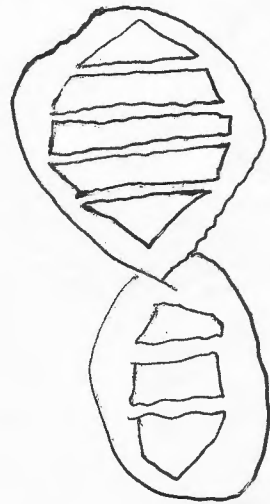
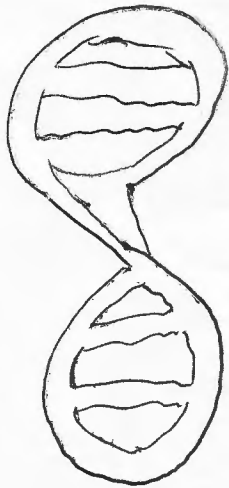
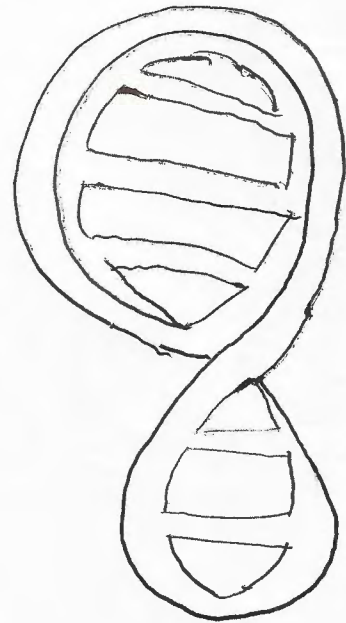
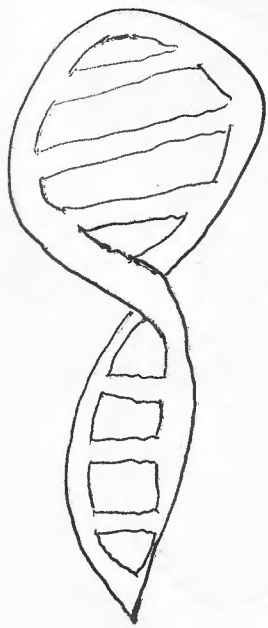


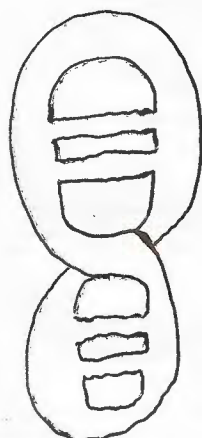
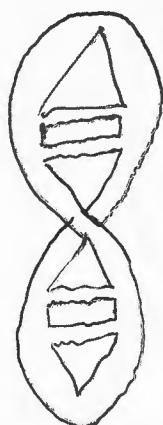
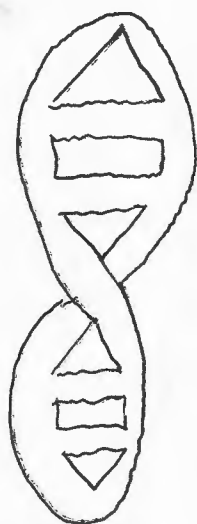
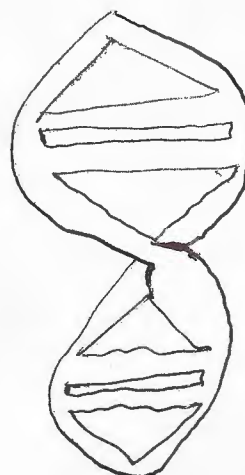
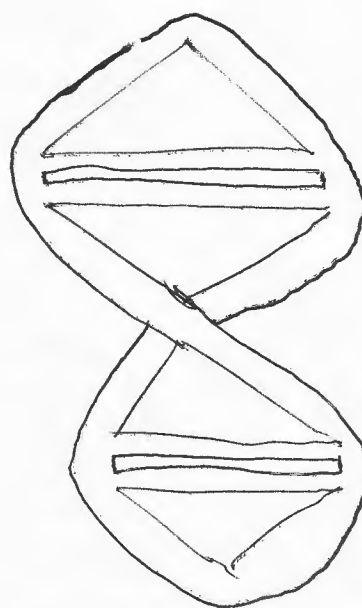
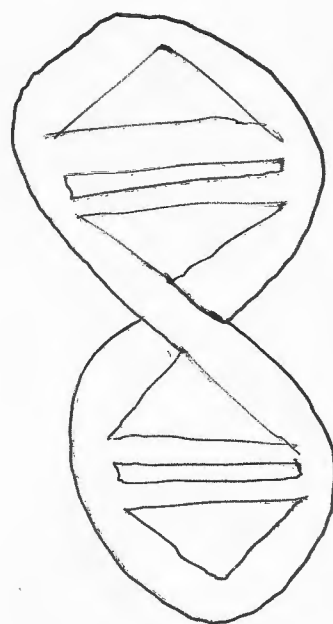


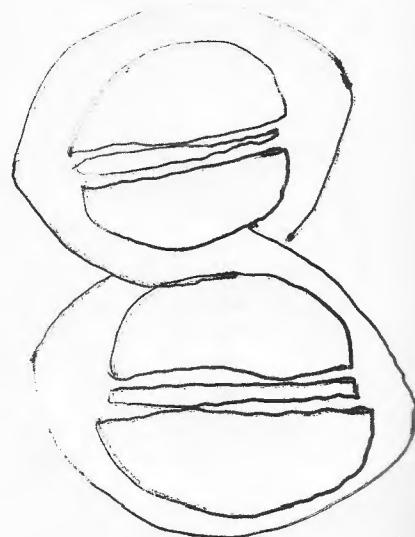
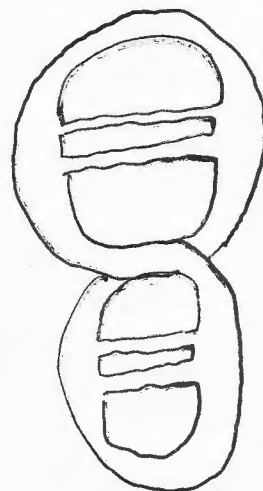
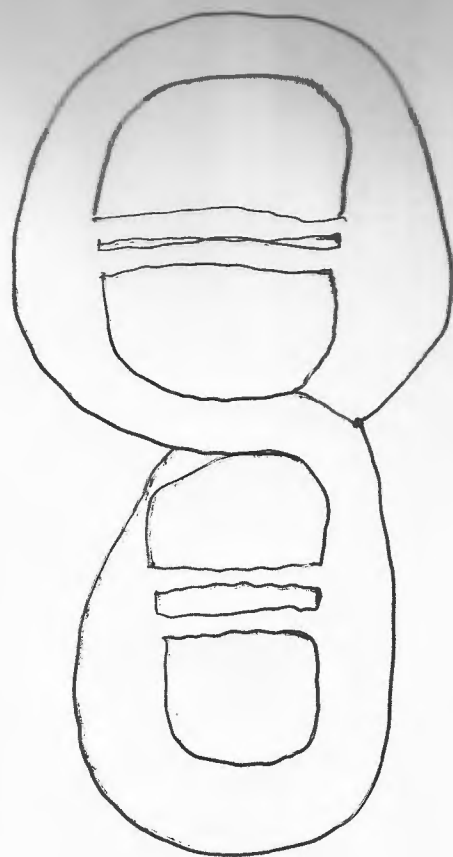
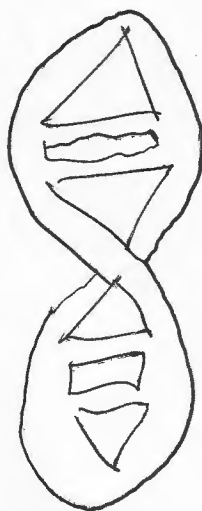
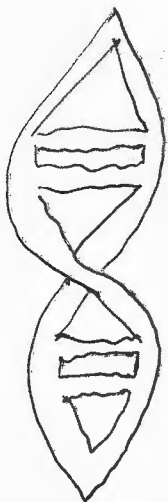




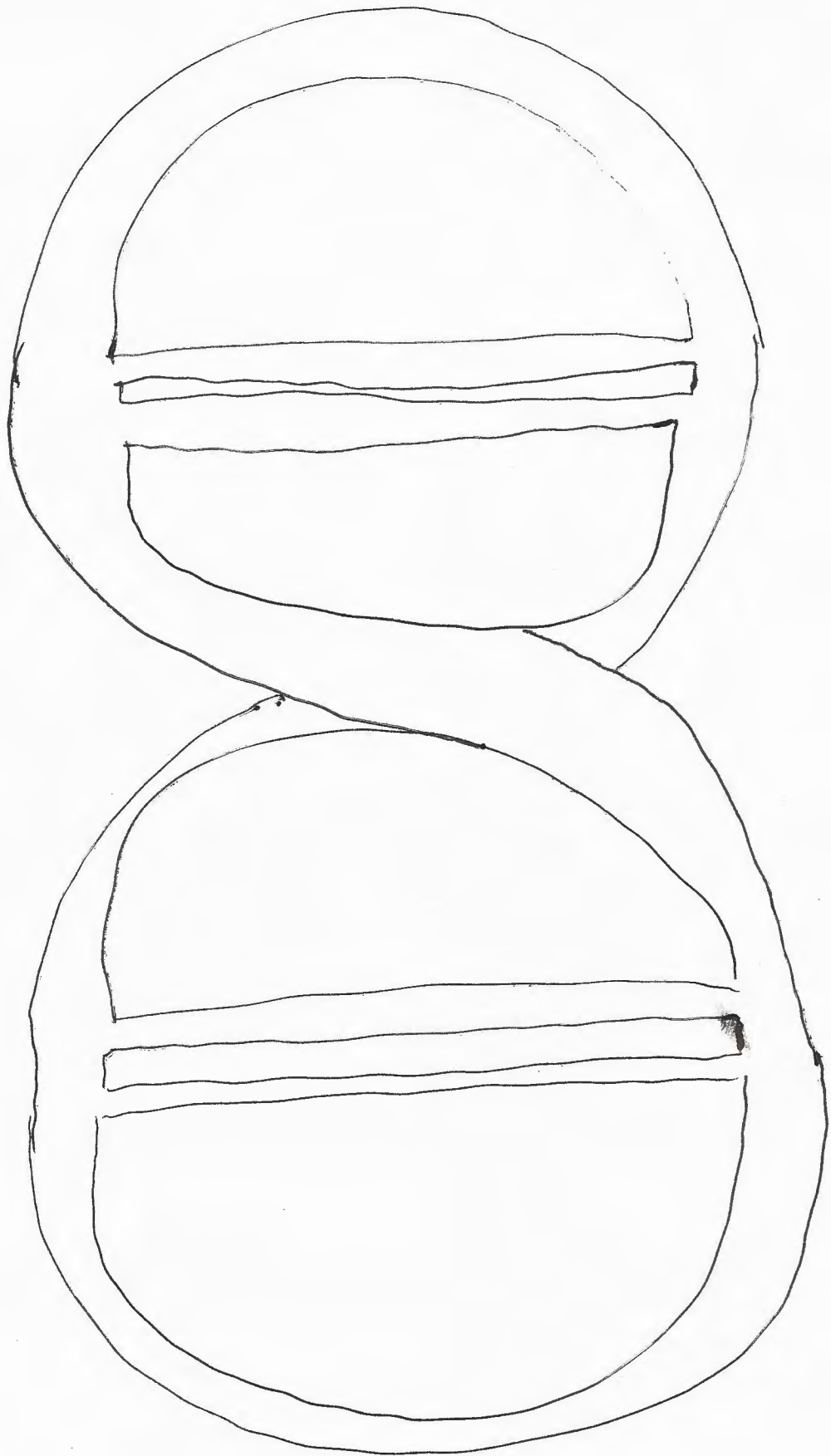






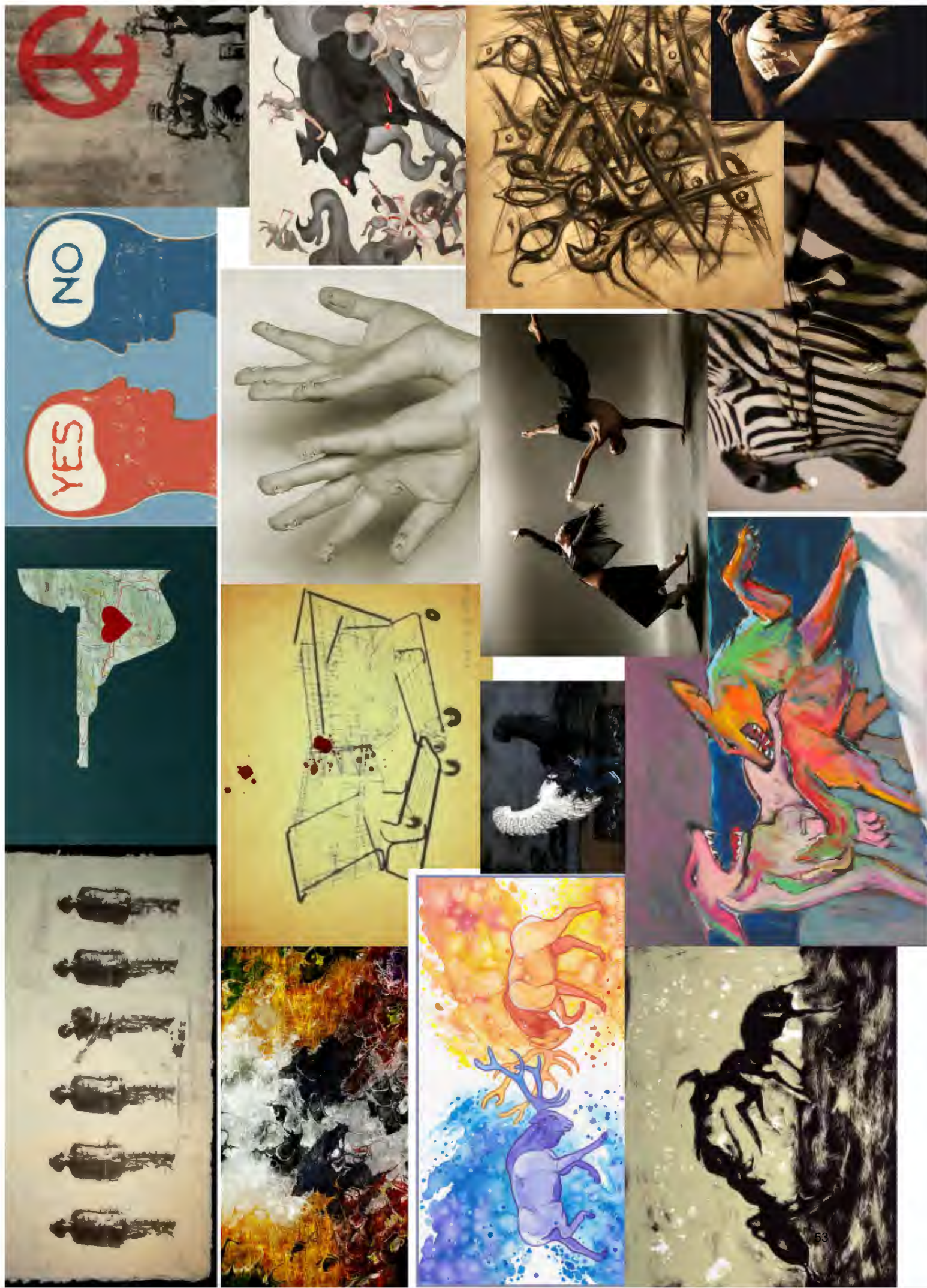


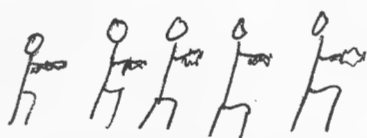
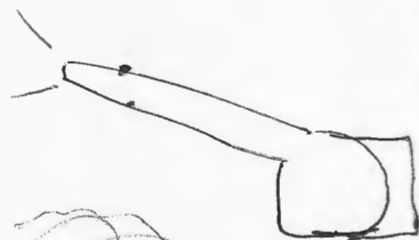
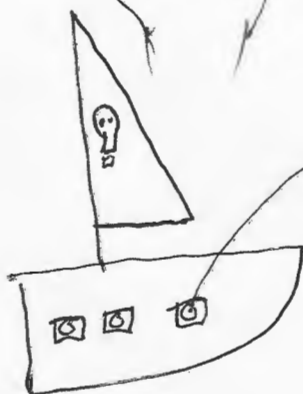
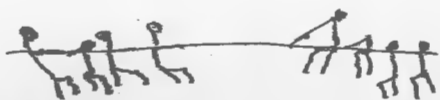
Final Logo



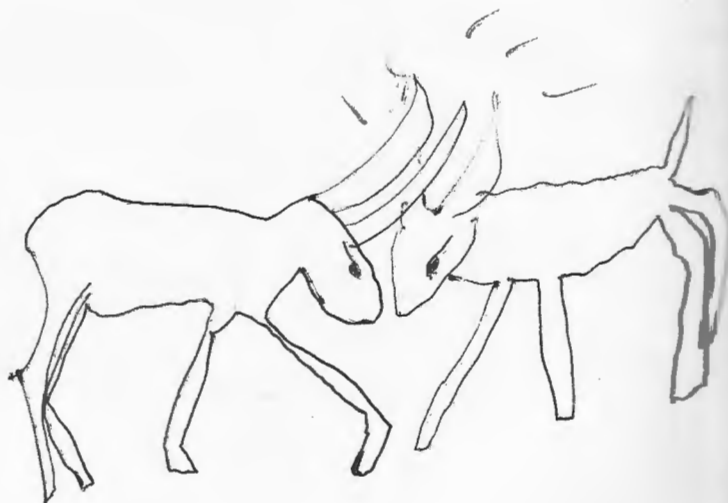
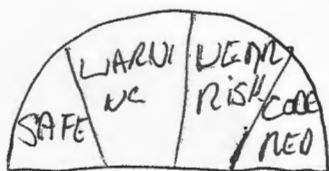
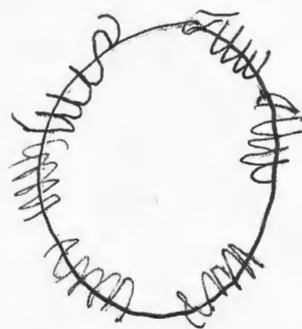
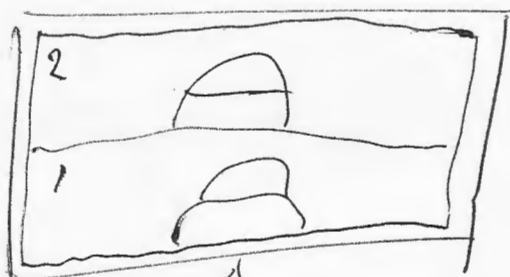
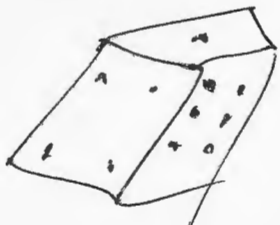
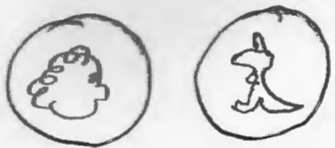
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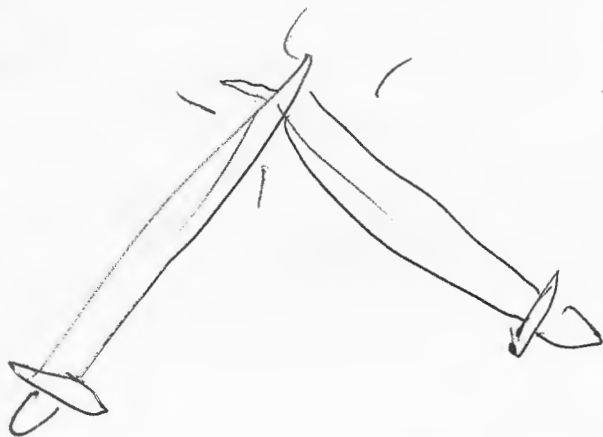
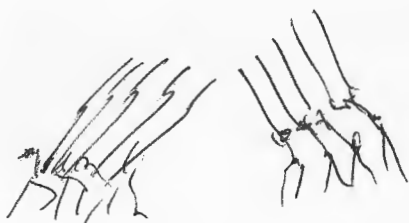
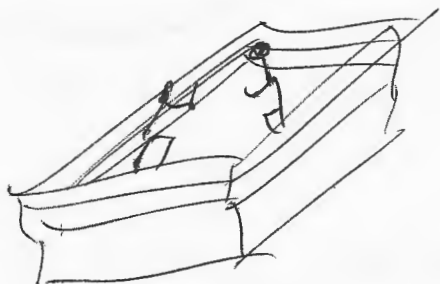
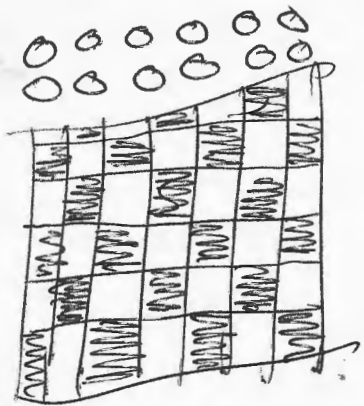
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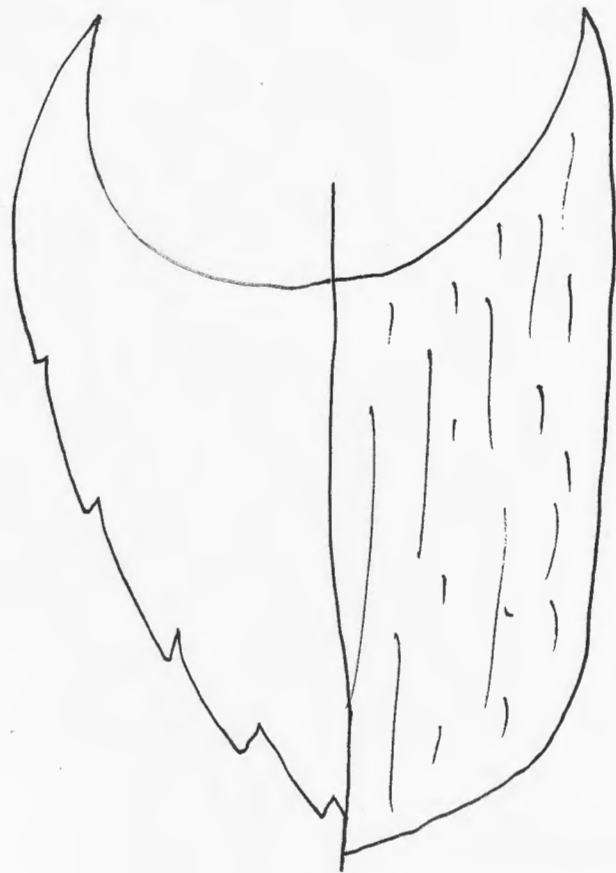
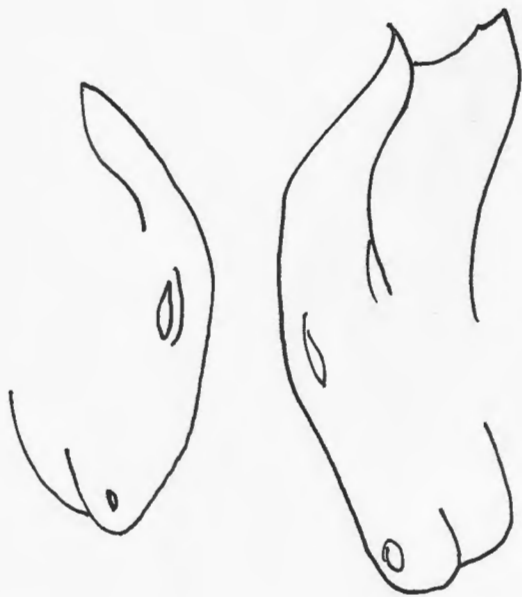
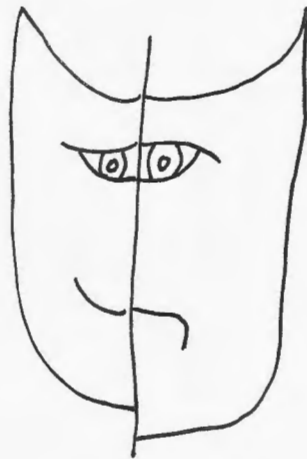


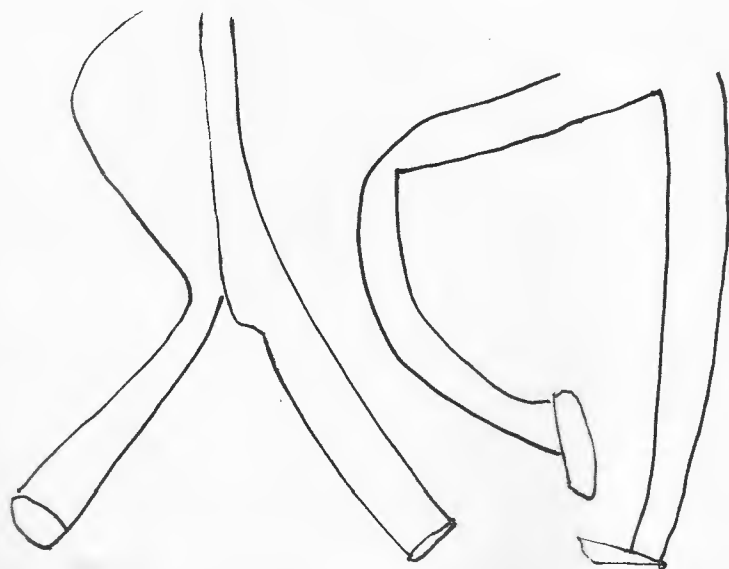
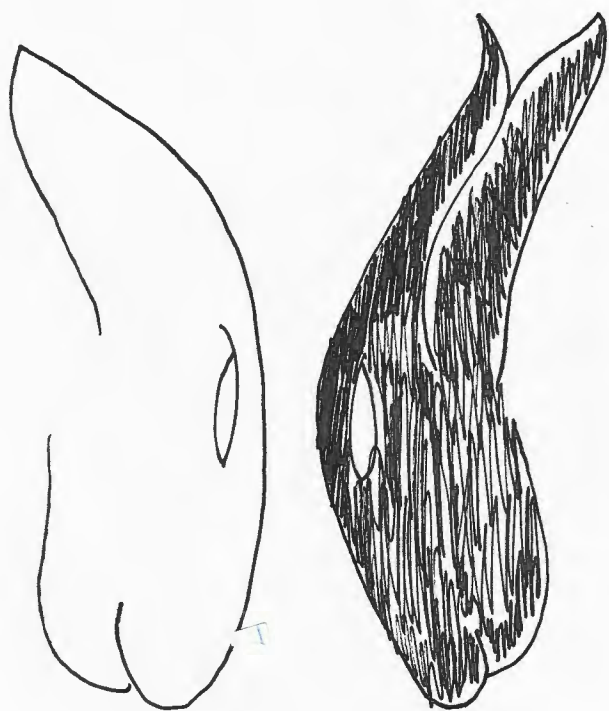
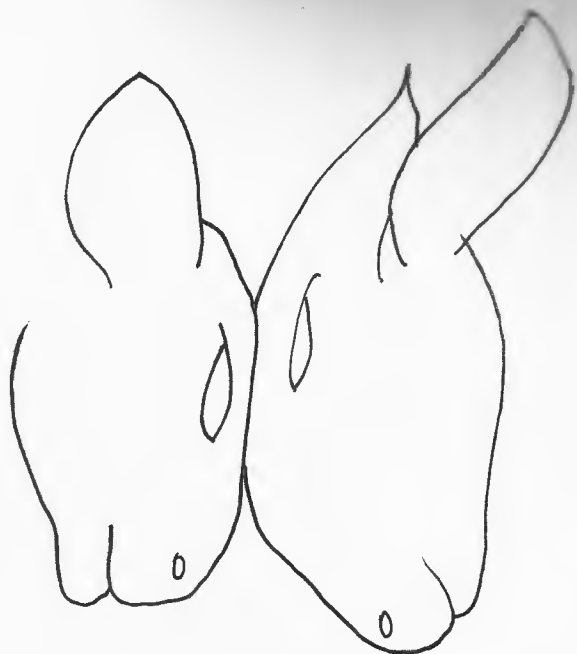
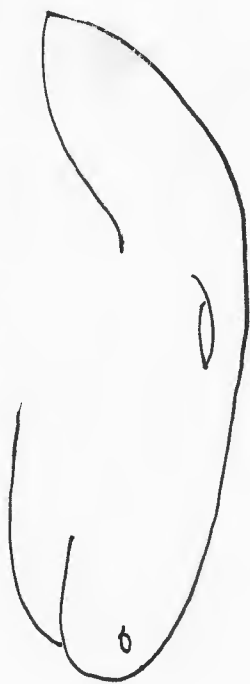




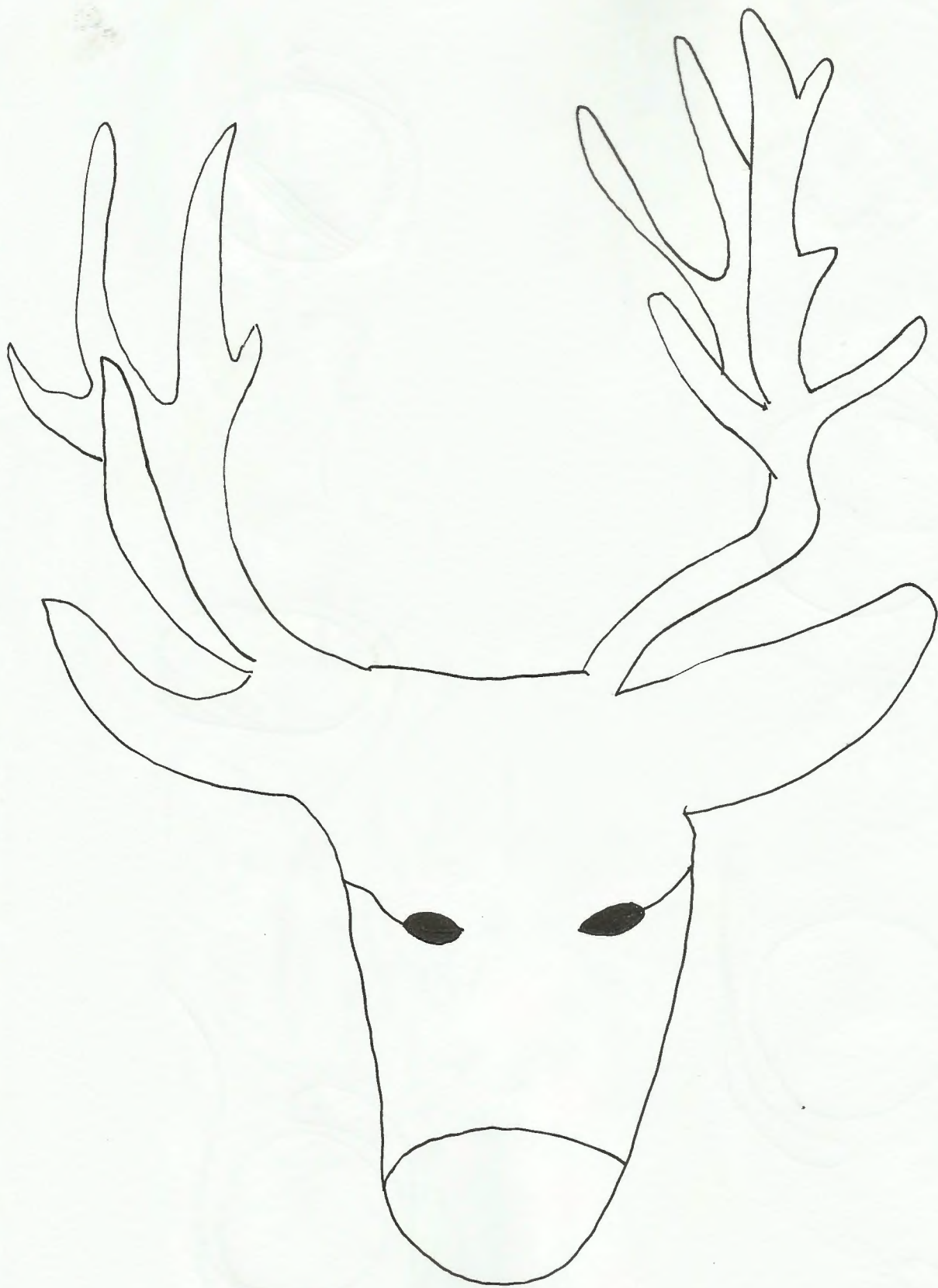


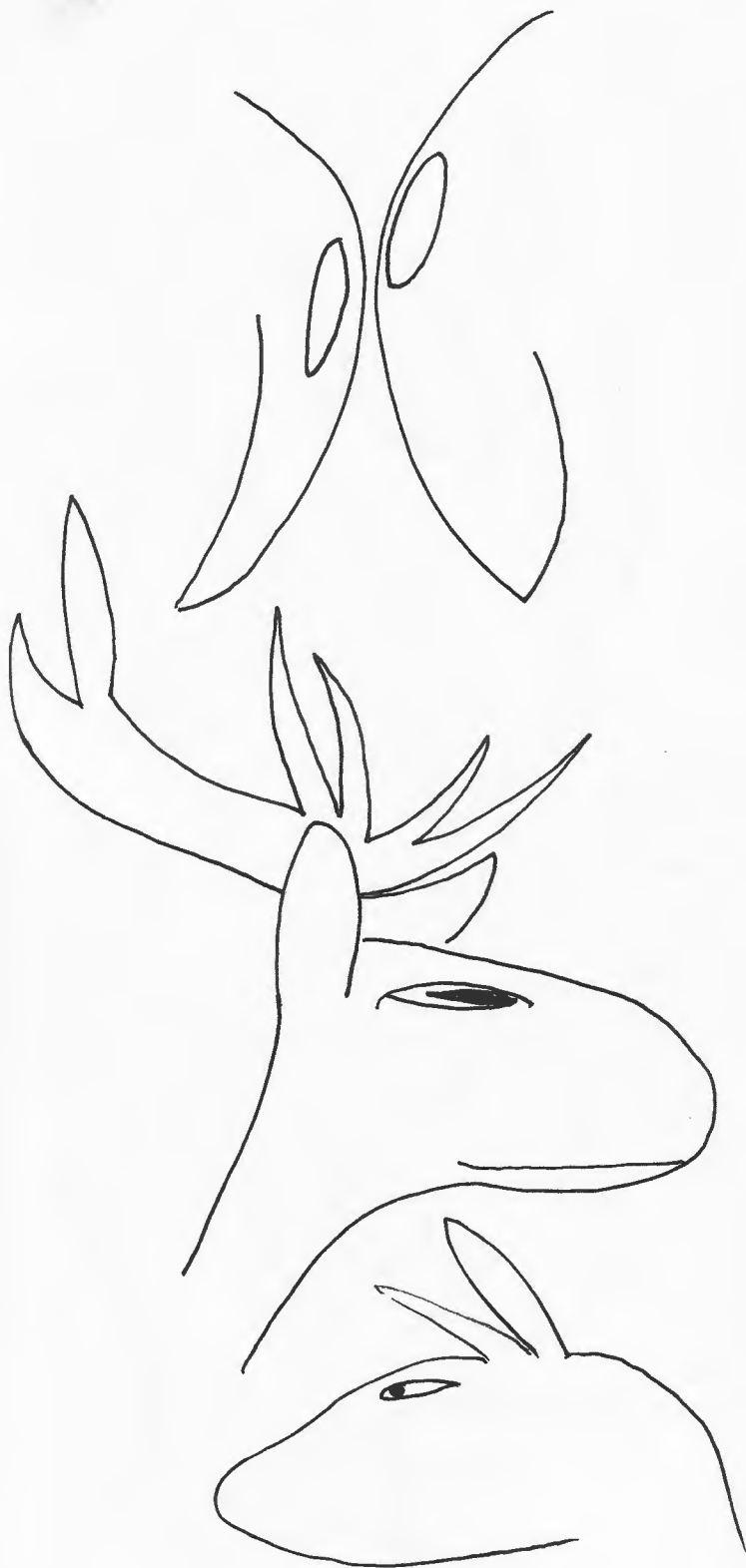


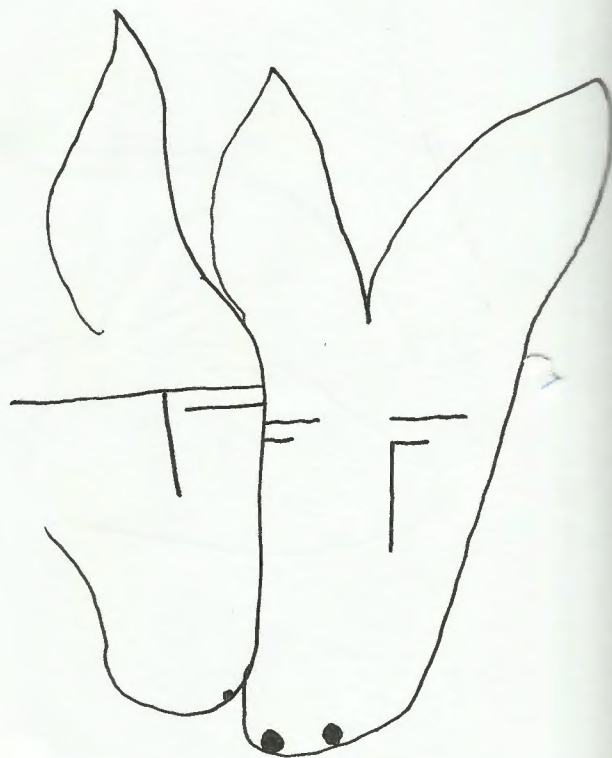
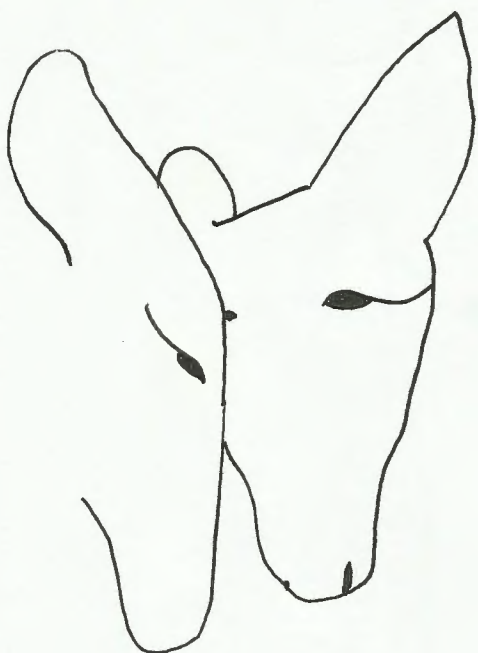


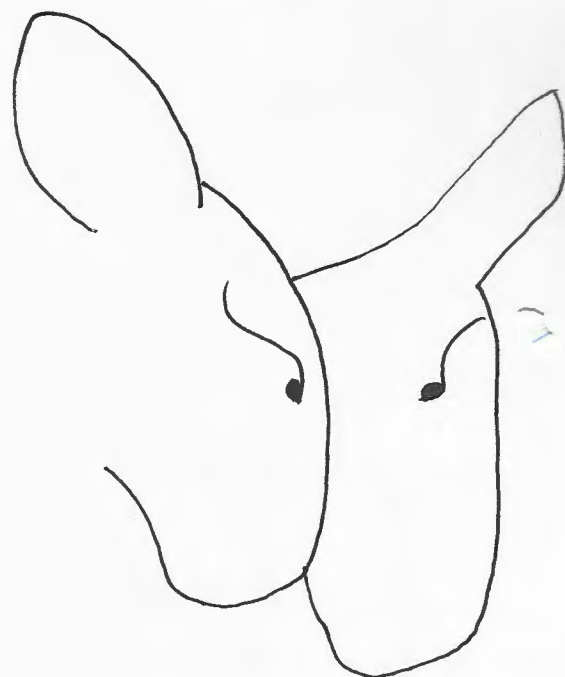
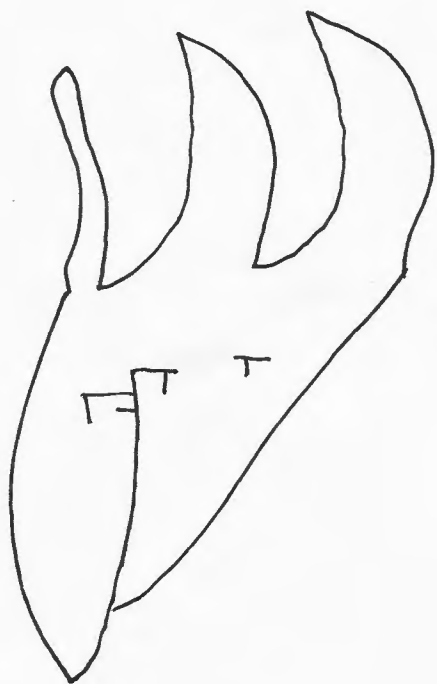


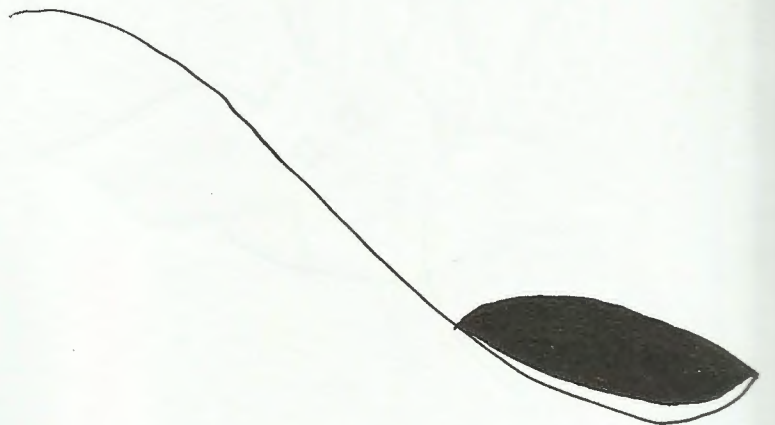
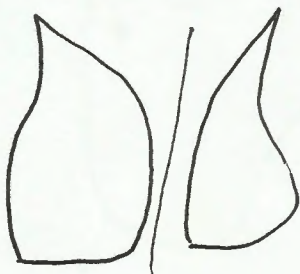
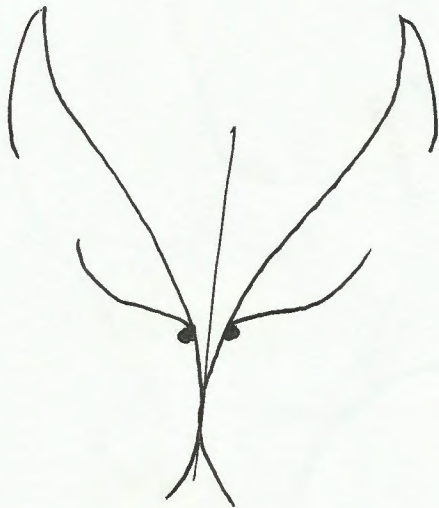
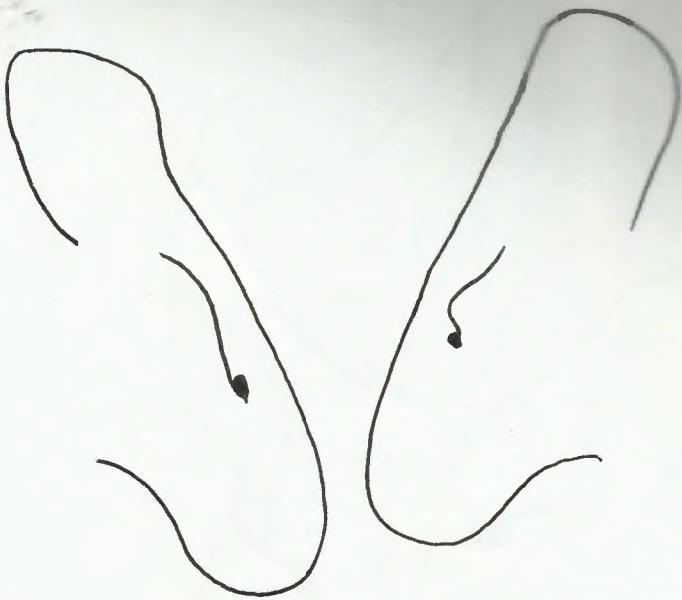


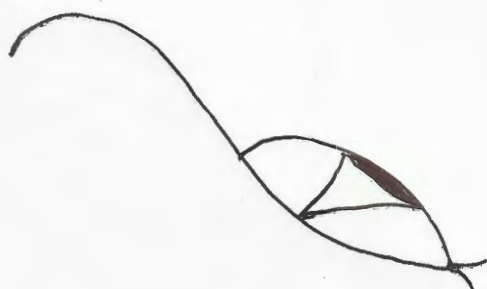


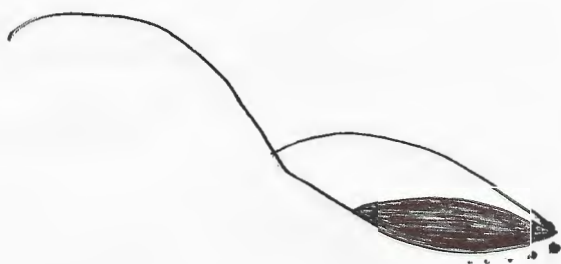




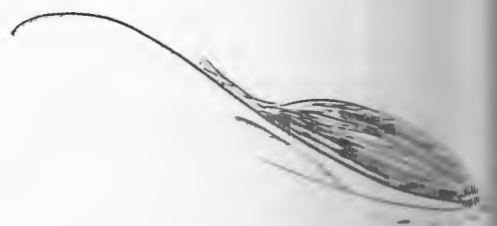
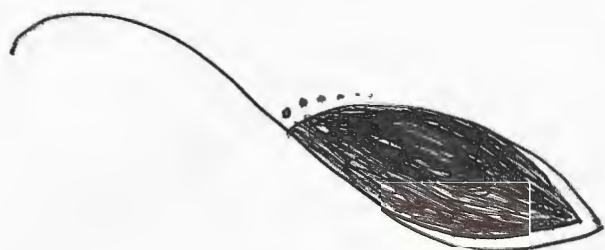
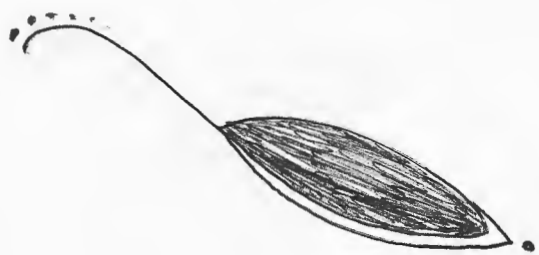


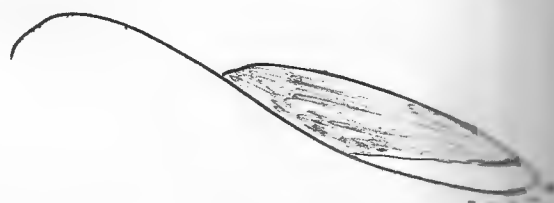
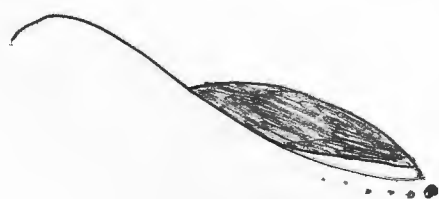
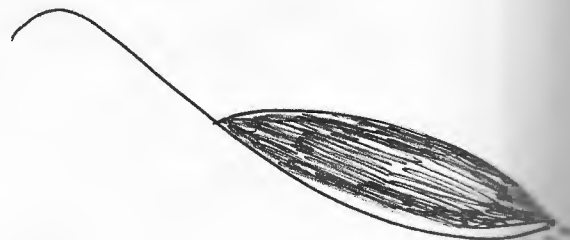
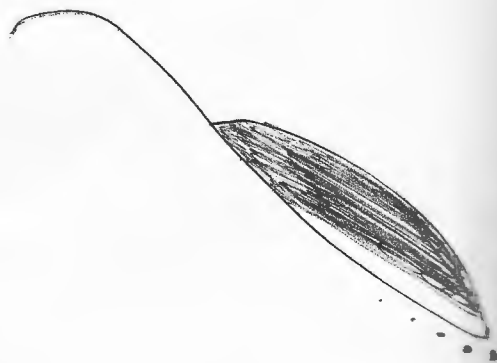
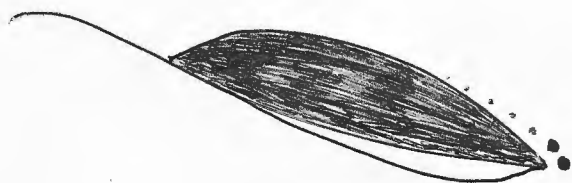
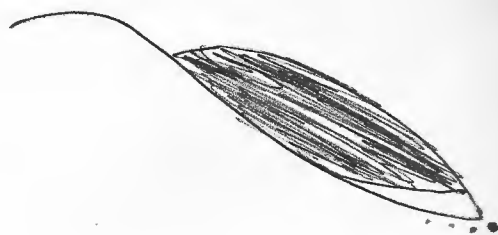


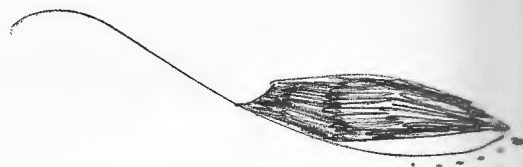
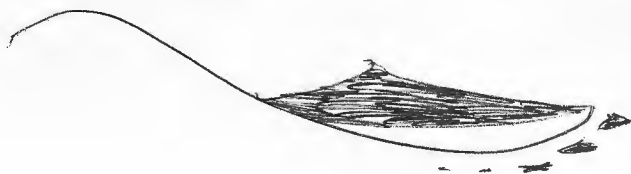
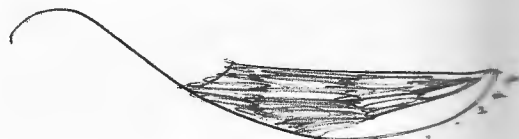
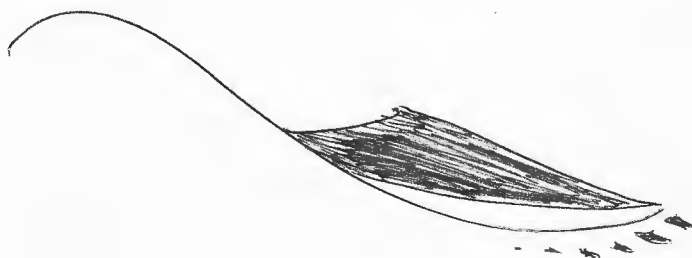
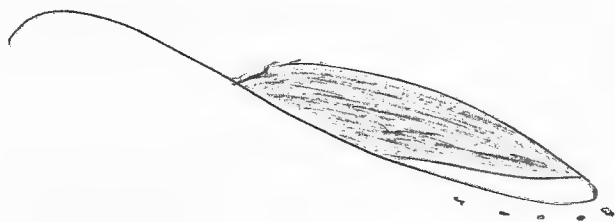
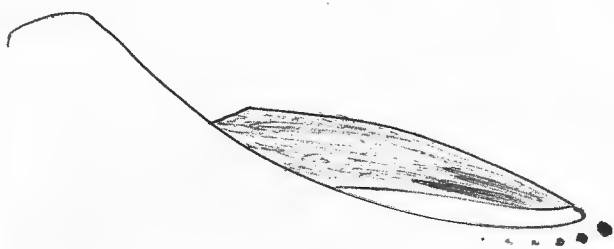


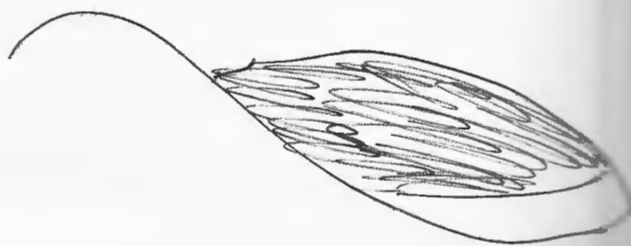
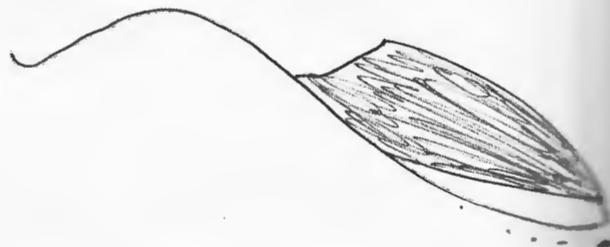
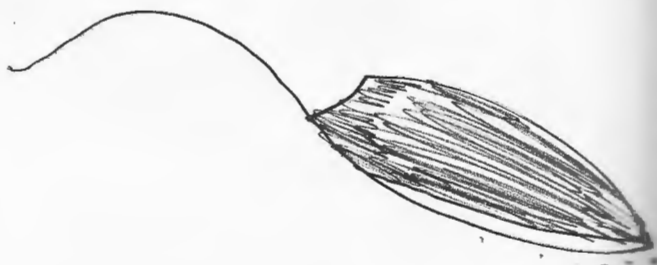
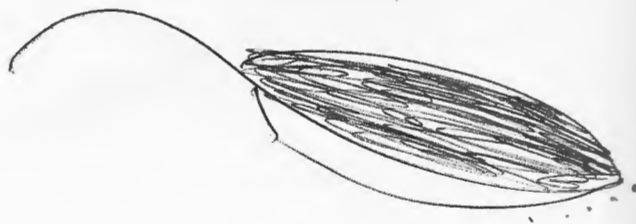
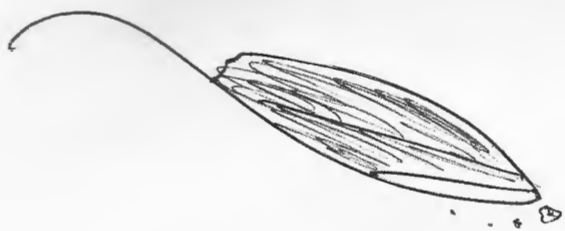




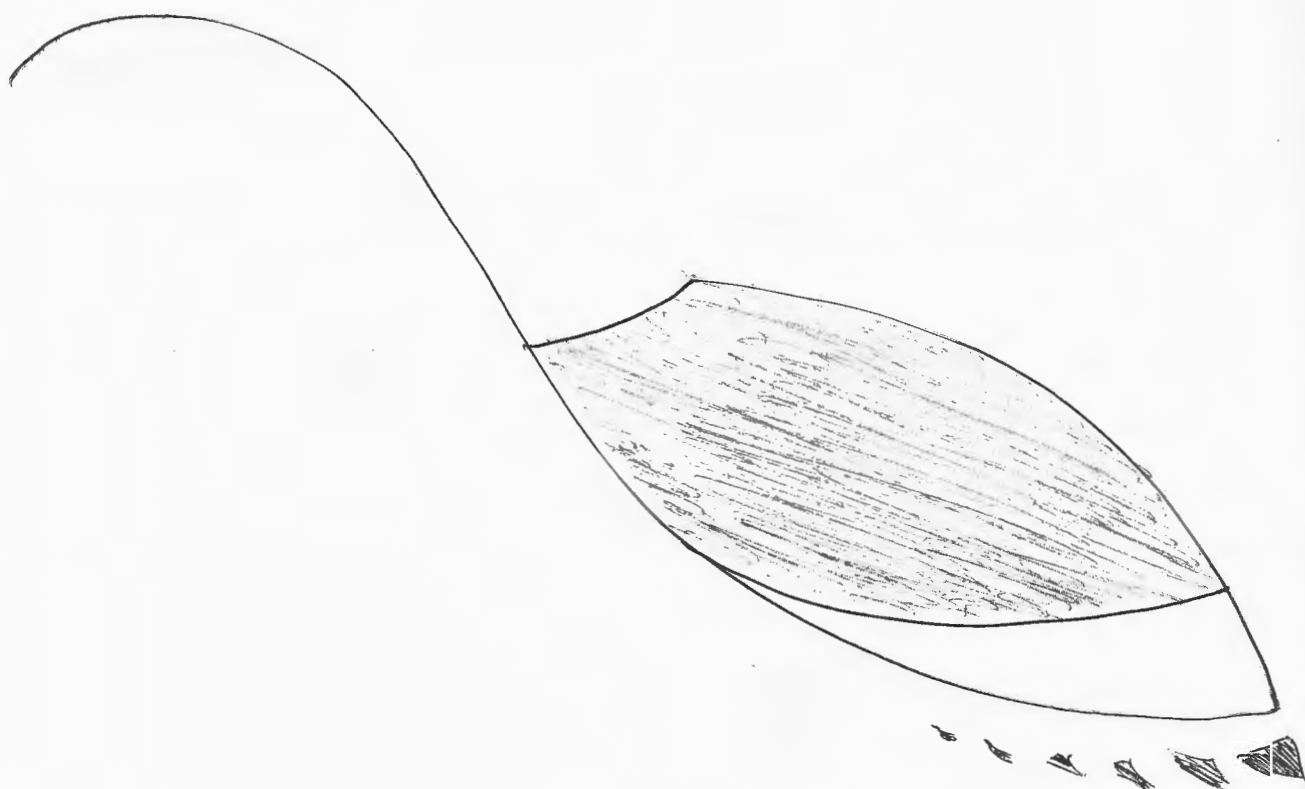








Final Logo



Part B

Styleguide

| Rationale

| Primary Concept

The concept behind the final logo developed from the theme of conflict, conflict arose as a theme from brainstorming recurring elements to my experiences and the way I view life holistically.

Everybody faces conflicts of one kind or another, whether it is conflicting ideas, desires, wishes or personal conflicts with another person. The world itself is full of conflict that resonates within societies in different formats.

The final design is symbolic that time can remediate any previous conflicts that may be cause for regret, a seamless flow that heals and resolves with smooth edges symbolised in the final design.

| Elimination

Eliminating the other logos delves from a desire to emphasise elegance and sophistication to encourage a professional appeal to prospective clients.

The final logo carries the eye from the top to the bottom through a smooth and natural transition, other designs of the logo carried the eye a little more restrictively as they did not have a slope and were less perpendicular.

Other final logo designs generated from the themes Harmony and Travel are less well constructed, as they do not carry the eye in a particular direction.

Travel for instance restricted the viewer from following a line of direction from the point at which the top crescent ends, and for Harmony the circular motion of lines entraps the viewer's ability to explore outside of the logo.

The development of the final logo consisted of a decision making process of whether to have circular elements at the bottom of the design or something more cohesive, the circular elements were eliminated because they did not compliment the design of the main focal point graphic and limited the culmination of a singular graphic.

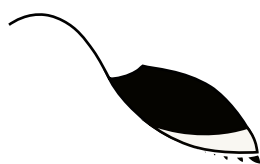
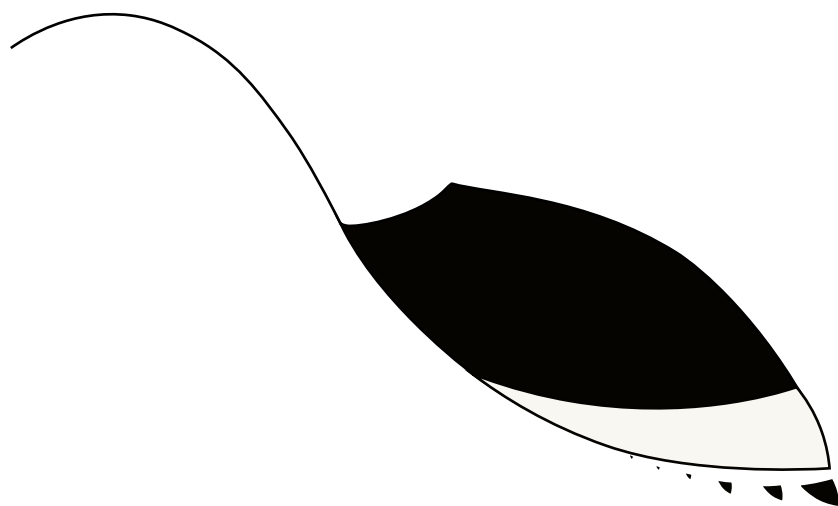
Inspiration stems from the constructive elements of an eye, originally deriving from the development of two deer colliding in a conflict of territory with their eyes facing downward to focus their strength.

As the process continued this inspiration began evolving into the idea that the eye consistently provides a smooth visual transition, the logo is designed to replicate this. Metaphorically represented could be a feather that caresses flowingly through the air, or a leaf that allows water to drop seamlessly to the ground.

| Colour

Colour formats should be restricted to analogous format only; this is to ensure balance and cohesiveness in compliment to the symbolism of the logo. Any other format such as complimentary or split complimentary will distort the viewer's flow of eye direction.

The solidifying upper element of the graphic with a darker shade of colour should be maintained as weighting and the concept of the minds ability to recognise gravitational pull is utilised in the design, the lighter shaded element draws the eye lower less obtrusively as the darker colour emphasises weight and support; alleviating the viewers need to feel they should lift their eye.

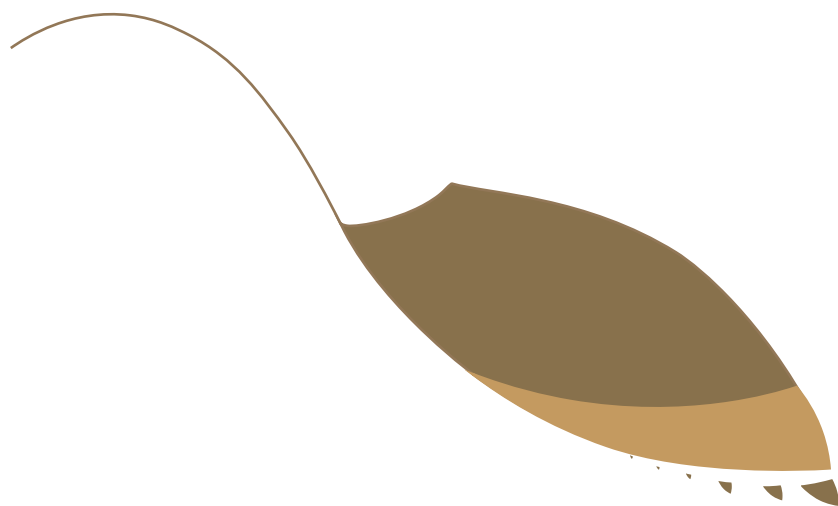


■ Black



■ PMS 872C

■ PMS 7562C

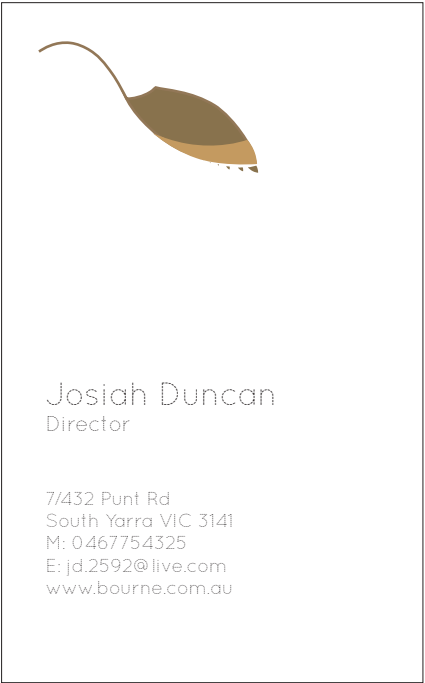


■ C: 42
M: 47
Y: 74
K: 18

■ C: 25
M: 36
Y: 72
K: 2

Stationery Items

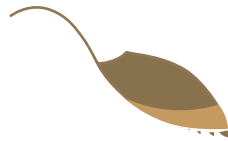
business card for client at 100%



Client sign-off:

Date:


business card for printer at 100%



Josiah Duncan
Director

7/432 Punt Rd
South Yarra VIC 3141
M: 0467754325
E: jd.2592@live.com
www.bourne.com.au

letterhead for client at 70%



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Director

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South Yarra VIC 3141
M: 0467754325
E: jd.2592@live.com
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ABN: 12 345 678 910

Client Sign-off: -----

Date: -----

letterhead for printer at 70%



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South Yarra VIC 3141
M: 0467754325
E: jd.2592@live.com
www.bourne.com.au

ABN: 12 345 678 910

Purchase Order:

Josiah Duncan
Graphic Designer Inc.
7/432 Punt Road, South Yarra
07/10/15

Hero Print
122 Euston Road, Alexandria, NSW 2015

Attention: Hero Print

This is a purchase order for the printing of the Project Brief 1 Letterhead as per your quote number 5765 090. Following are the details of the job:

Project Name - Letterhead

Colour: Front/CMYK

Stock: Bond/90GSM

Size: A4 297x210mm

Quantity: 1000

Cost: \$184 inc. Delivery

Delivery date: 21/10/15

Delivery instructions: Deliver to 7/432 Punt Rd, South Yarra VIC, 3141 - Please refer to building management if I am unavailable

Specialty: No folding or die cutting required

Software used: Adobe Illustrator CC 2015

All artwork has been provided with trim marks and bleed. All text has been outlined. If you have any questions please contact me on: 0467754325

Yours sincerely,

A handwritten signature in black ink that reads "Josiah Duncan". The script is fluid and cursive, with the first letters of "Josiah" and "Duncan" being capitalized and prominent.

Josiah Duncan