

PROCESS BOOK



Introduction

Assignment:

In this project you will explore logo design by creating a casual-script tag for yourself using a pseudonym such as a nickname, online handle or a word you like.

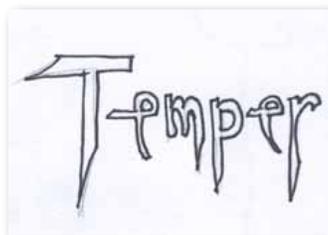
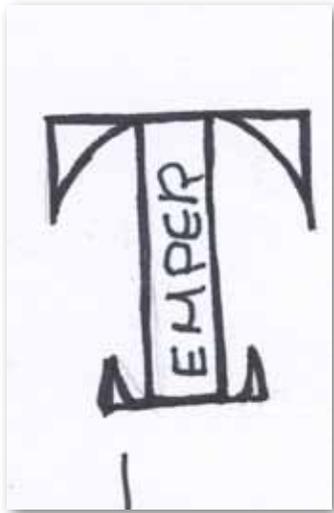
This tag must have at least four letters in it and cannot directly be your name. Your tag will be derived from hand-drawn sketches, not an existing font. The point of this project is to carefully examine the interactions between letter forms.

Look for flowlines between the letters. Consider creating ligatures. Consider creating interlocked letters. Do not include illustrations. Design in black and white, no color, no grays. Although perhaps related to graffiti, this is not a graffiti project: Focus on legibility. Legibility of your final design is a major grading criteria.

Presentation: Non-traditional Manipulation of Digital Output

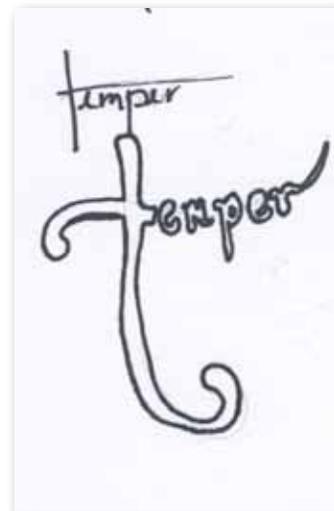
This project is due as a photograph or scan of your tag somehow applied to something. Take your tag that you designed in sketch form then develop it further on the computer and stencil it or project it or photograph a reflection of it or collage it or film it or whatever else you can come up with.

Picking a Word



The first stage of this project was the hardest for me. I consider myself a logophile and as soon as I started brainstorming for this assignment a bunch of words started running through my head; vacillate, askance, aplomb, bacchanalia, portend, aesopian, and on, and on, and on. But there was no specific word that jumped out and said "Hey... pick me!"

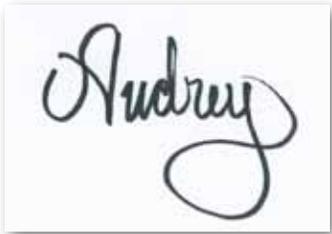
To get started I thought it would be important to explore relationships between different letters and having just finished a conversation about my temper, I decided to start there. It has been years since I have exercised my sketching skills and I really needed to work out a few kinks.



Picking a Word



Audrey



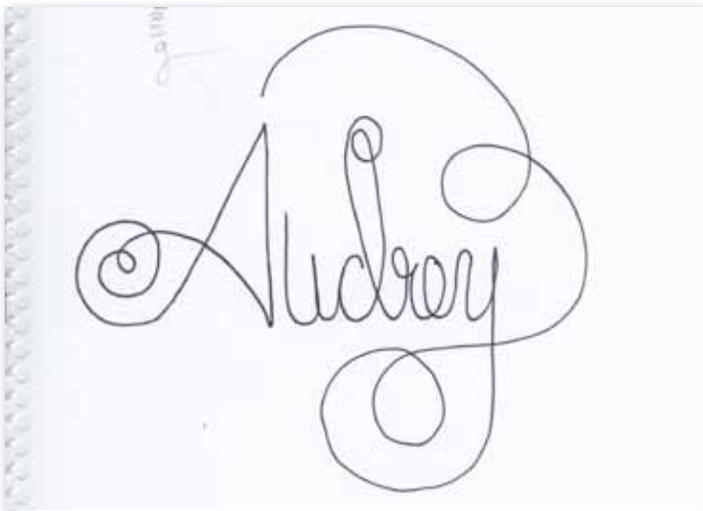
Audrey



Audrey



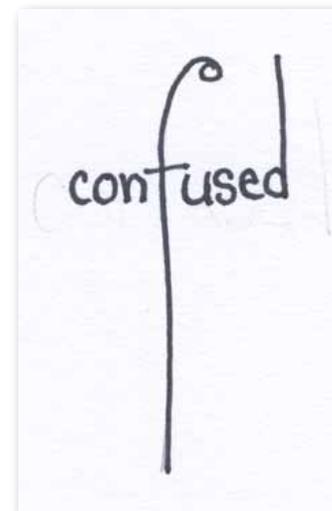
AUDREY



Audrey



Confused



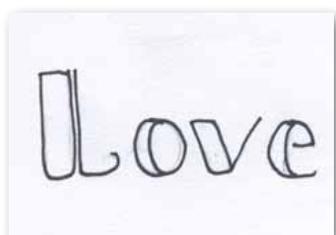
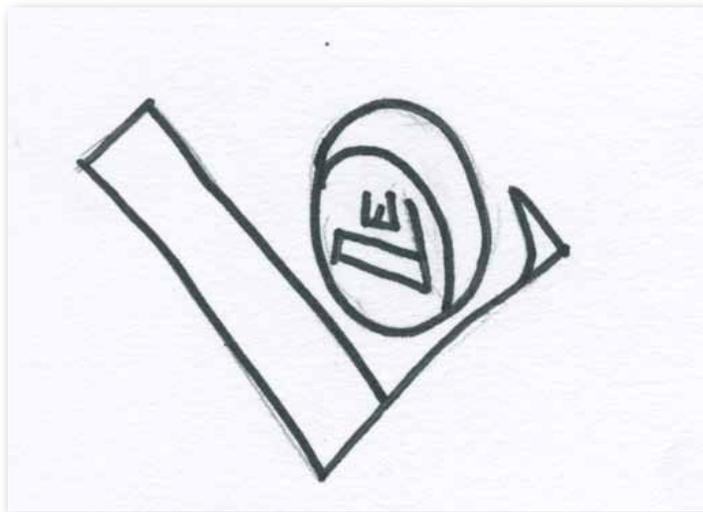
confused

I wasn't really thrilled with the way my first attempts were shaping up so I decided that the problem had to be the word... certainly not my artistic skills.

So from my temper I moved onto a nickname that a former inamorato used for me when I was in a particularly shrewish mood. Audrey is also a variation of my middle name, Adrajana.

Then I had some randoms that personafied my feelings at the time; confused, zugzwang... Zugzwang didn't make the cut...

Picking a Word



At this point in my process I started thinking about how I was going to find a meaningful application to my tag that would enhance it's meaning. I thought it would be fun to feature my son in some photos which made me think of the next word that I experimented with.

Picking a Word

Feeling a bit frustrated I looped back to my original thought about letter interaction and started thinking about words that had interestingly formed letters. I decided that I dislike capital d's, m's are boring in any case, and there are way too many e's in the english language (12 of them in this sentence alone, and now 17).

Trying not to be too pessimistic, I arrived at the personal conclusions that lowercase f's and t's can be really fun, c's can have a lot of sass, and that an uppercase q has so many interesting variations.

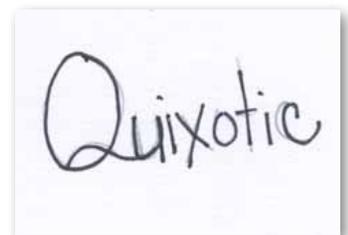
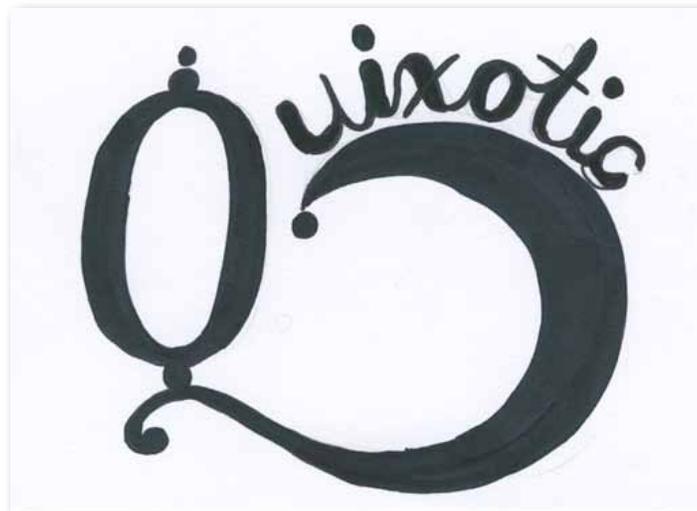
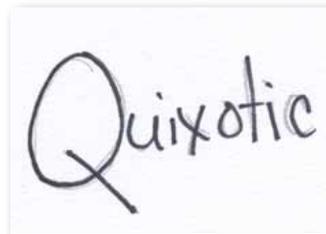
Where shall we go from here? Quintessential? Too long. Quiz? Nope. Quiet? Boring. Quixotic? Bingo! And lucky me, I got a bonus x!

American Heritage College Dictionary provides this definition for quixotic:

- adj. 1. Caught up in the pursuit of unreachable goals; idealistic without regard to practicality.
- 2. Capricious; impulsive

The origin of this word comes from the fictional character Don Quixote and can also mean extravagantly chivalrous or romantic; visionary, impractical, impulsive and often rashly unpredictable.

With these definitions in mind I started on my sketches...



Renderings First Draft



1

While selecting my top three designs I tried to keep these words/definitions in mind:

- Extravagant
- Capricious
- Impulsive
- Chivalrous
- Romantic
- Impractical
- Unpredictable

Although I really liked the way that the 'Q' and the 'x' interact in drawings 3-7, my favorite was number 2. I love the unnecessary curliques and the play of the thick and thin lines.



2

After presenting these options to the class, I received this feedback:

- Q to X relationship - The end of the 'q' and the end of the 'x' end in different directions and should be modified.
- X to O relationship - The curve of the 'o' doesn't fit well with the angle of the 'x'.
- I - The second 'i' doesn't look like an 'i'. Consider reshaping or spacing out from the 'c' and the 't'. Also, the dots on the eyes should relate better to the cross on the 't'.
- T - Try unwrapping the cross on the 't' so that it ends better over the 'c'.
- Width - try making the text 10-20% wider, but not taller. Try making the character with thicker so that it is easier to see.



3



4



5



6



7

Final Rendering



Da-da-DAH! And here is the final rendering. Most of the changes were subtle and there were a couple of suggestions that I disregarded; 'Q' to 'x' relation, word width, and second 'i' spacing. I did try to work through these suggestions, but wasn't really pleased with the outcome.

Presentation

And now for the presentation portion of this assignment. I wanted to really play on the extravagance without ideals definition of this word.

I decided to stage my photoshoot poolside and set up a vignette with a pitcher and a martini glass garnished with lemon. To display my tag I purchased some iron-on transfer papers and printed my tag in a variety of sizes and colors on white cocktail napkins.

Then I slipped on some of bling, set up my camera on a tripod and started taking photos. The only digital adjustment I made to this photo was to crop the photo.

Voila!

