Stage 2 Visual Arts –
Visual Arts – Art and Visual Arts – Design

External Assessment Cover Sheet
Assessment Type 3: Visual Study

SACE Registration Number:

Visual Arts – Art ☐   **Visual Arts – Design** ☑

Topic _Explore Design Elements and Principles used to make an effective logo._

_____ word count **2000**
(for written only)

This **visual study** is assessed using the following specific features:

Practical Application	Analysis and Synthesis	Inquiry and Exploration
PA1	AS1	IE1
PA3	AS2	IE2
	AS4	

Explore Design Elements + Principles
used to make an effective logo.

Effective Logo

Introduction:

A logo is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. There are purely graphic emblems, symbols, icons and logos, which are composed of the name of the organization.

How to create an effective logo? An effective logo is focus on simplicity, think about where the logo will be used, update the design over time, think about a 'timeless' design and the right process. So what do these 5 tips mean? To keep a logo simple is essential, like if it is too complex for people's eye to focus the logo, they will become not quite interest on it. Each logo will have purpose or aim, such as a band or company. It must be related with the topic, so that customer will easily get the message of the logo. Against the logo design must be update over time, probably between a few years or even a year, so that people will get attract. The easy way to stay a logo updated is to make it timeless. Imagine, if the design took a long time to be finished. It will be really complicated and even took more of time to due and make few difference with the first logo. The most important step is to think some good ideas and do the plan, so that it won't get massive.

The main key things of an effective logo is to keep updated a logo over time between time to time, make it be simple and clear, as get easier on the further or next logo.

In my project, it will include 3 Principles, 5 Elements and 5 Designers. And also the application which is the self analysis of logo. Each area will all incudes some examples of logos, images...

Principles:

- Simple
- Memorable
- Timeless
- Symmetry/Asymmetry
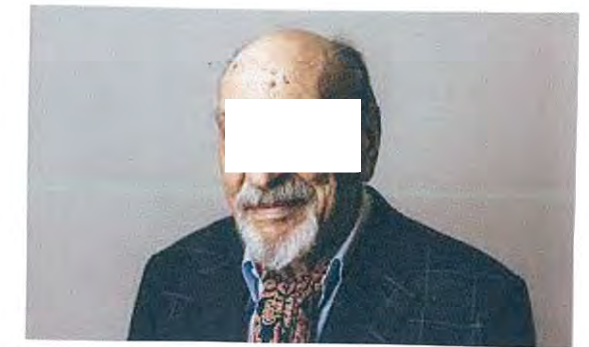- Contrast

Element:

- Colour
- Logo Type
- Shape
- Line

Designers:

- Paul Rand
- Frank Mason Robinson
- Milton Glaser
- Carolyn Davidson

Paul Rand

- Logo full name 'logotype' from Greek or called trademark.
Reference:
What is Graphic Design? Quentin Newark — Logo, Rotovision (P.120) Oscar Wilde

Frank Mason Robinson

Milton Glaser

- Designing logo or logotypes is one of the primary job of an graphic designer.
Reference:
Logo art, Innovation in Logo Design Charlott Rivers — Roto Vision Introduction p.9

Carolyn Davidson

Logo, Wiki
https://en.wikipedia.org/wiki/Logo

What is LOGOS? What does LOGOS mean? LOGOS meaning, definition & explanation, The Audiopedia, 21/08/2016
https://www.youtube.com/watch?v=DPBkjbLNSqY

Logo Principles & Element

(Include Logo example 'Image')

Simple logo is using less information is understood quickly and more clear. So it is not look too complex and fancy.

Colour creates a mood within the piece and tells a story about the brand. Every colour says something different, and combinations can alter that impression further.

Symmetry always is the same size of a logo which cutting in a half size, such as a mirror that reflet an object. Asymmetrical is a logo that do not have a same size with it, may be either bigger or smaller.

Memorable logo is based on people that they can easily remember or get it. So it must be less information on the logo.

Logotype show kind of word in the logo image. Textures can create a more three-dimensional appearance on this two-dimensional surface.

Symmetry   Asymmetry

Line is the use of various marks, outlines, and implied lines in artwork and design. It has a width, direction, and length.

Timeless makes a logo holds forever and it may be change a little bit between each year or few years after. So that it is modern.

Shapes are defined by areas and they are often used to highlight a slice of the page. Everything is a shape, such as circle, triangle and other shapes that is strange.

Contrast is the juxtaposition of opposing elements. It is a contrast that the difference between two or more logos, by the same brand and used to see which one is better looking.

Element of art - Wiki
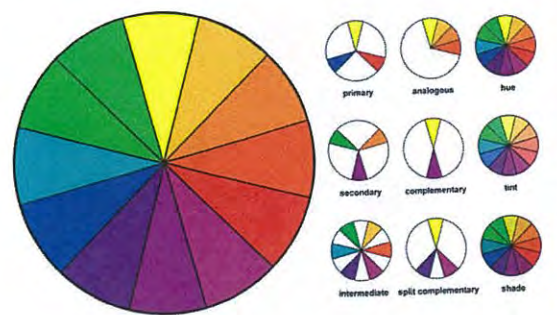https://en.wikipedia.org/wiki/Elements_of_art
10 Basic Elements of Design, By **Maryam Taheri** on May 27, 2016 in Design Trends
https://creativemarket.com/blog/10-basic-elements-of-design
Design Principles: Compositional Balance, Symmetry And Asymmetry, By Steven Bradley, June 29th, 2015
https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/

COLOUR

Colour is one of the most important elements of design for the designer. It can be a background itself, or be related with other elements, like lines, shapes, textures or typography. Colour reflect a mood within the piece and tells a story about the brand. Every colour is something different, and patterns can change the effect further.

Colours Reflect on:

Red Action, Adventure, Aggressive, Blood, Danger, Drive, Energy, Excitement, Love, passion, strength and Vigor	**Pink** Appreciation, Delicate, Femininity, Floral, Gentle, Girly, Gratitude, Innocence, Romantic, soft and Tranquil	**Orange** Affordable, Fun, Creativity, Enthusiasm, Jovial, Lighthearted, High-spirited and Youthful
Yellow Caution, Cheerful, cowardice, Curiosity, Joy, Happiness, playful, Positivity, sunshine and warmth	**Blue** Authority, calm, Power, Confidence, Dignity, Established, Loyalty, Success, secure and Trustworthy	**Purple** Ceremony, Expensive, Fantasy, Justice, Mystery, Nobility, Regal, Royalty, Sophistication and spirituality
Green Crisp, Environmental, Fresh, Harmony, Health, Healing, Inexperience, Money, Nature, Renewal and Tranquility	**Black** Authority, Bold, classic, Conservative, Distinctive, Formality, Mystery, secrecy, serious and Traditional	**Grey** Authority, Corporate Mentality, Dullness, Humility, moody, Practicality, Respect, Somberness and Stableness

illustr8ed
CREATIVE STUDIO

Analysis - Apple:

- the colour areas are controlled as in column

- **Bright, solid**
- Catch the eyes
- Look interesting
- Primary, secondary

Both Logos:
- Simple, clear to show a beaten apple
- **Memorable, timeless** to realise
- creative as the design show **effective**

Analysis - Apple:
- **Bold, smooth, show repetition**
- Look bored as no bright colour
- **Monochromatic, difference stage of grey colour**

→ Dull colour as tonal

The colourful apple logo with black background look more effective than the second logo. As most people will get attention on **bright colour logo.**

Analysis - illustr8ed:
- Primary
- Look simple, clear with the colours
- **soft colour represents nature**
- **creative represents professional**

Expressive as 6 different colour

Analysis - NBC:
- **warm, cool show repetition**
- **Clear, simple, memorable, timeless to easily catch the eyes**
- simple and clear as 6 different Colours in each spot

→ Dynamic as Bright colour

Letter M
Black look traditional and Dull

Analysis - McDonald:
- **Bright, warm, happiness**
- symmetrical balance
- clear to show the image
- **simple, memorable, timeless,** similar with the letter 'M'

LOGO TYPE

T

2 By isolating a single letter it is possible to concentrate on the typeface and style it projects. This exercise will make design decisions easier. The various visual possibilities of letterforms can also be assessed by experimentation.

Logotype is any alphabetical configuration that is designed to identify by name an individual, product, service, publication or company.

Logo & Logotype definition. *Posted by Dale Berkebile, May 28, 2009, Brandwise*
http://www.getbrandwise.com/portfolio/logos/bid/17649/Logo-Logotype-definition

Coca-Cola

crazed texture, sensual

Descriptive as 'cocacola' soft drink

Coca-Cola

Analysis - Coca-cola:

- Upper and lower cases show the difference
- Timeless as font look fancy with a cursive style
- Both letter C's appear distinctive
- Unique texture show as effective
- Sans serif style text, red, white colours as simple, memorable

sensual as repetition on colours and texture

Google

Look round show slippery

~ Google

Analysis - Google

- Easy to remember as simple, timeless
- Serif style show ductile
- Bold texture as multi-colour sequence
- Upper/lower cases as show the repetitions

IGA

Rough, clear Description, as a suppermarket

Not stand out with lower cases

~ Iga or iga

Less effective
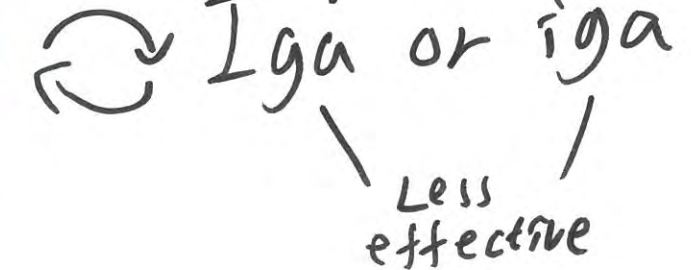
Analysis - IGA

- Upper cases as easily catch the eyes
- Clear to show the letter as easily to read
- Sans serif style with bold text show as smart
- Simple, timeless, memorable as recognise

FORd (serif)

Look better with sans serif, smooth
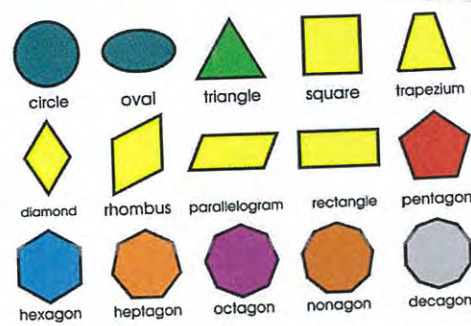
serif style texture rough and bold, not good

FORD

Look rugged and bored to show with all upper cases

Ford

Analysis - Ford

- Sans serif style, texture look funny
- Show classic, reconized as represent on tradition
- Upper, lower cases show the difference between each other
- Simple show as easily remember and recognise

SHAPES

circle · oval · triangle · square · trapezium
diamond · rhombus · parallelogram · rectangle · pentagon
hexagon · heptagon · octagon · nonagon · decagon

Shapes are two-dimensional areas with a recognizable boundary. They can be open or closed, angular or round, big or small, organic or inorganic; such as circle, triangle, cloud shape... They also can be free-form or geometric and ordered. Everything is a shape, so think in terms of how the various elements of design are creating shapes, and how those shapes are interacting.

10 Basic Elements of Design, By **Maryam Taheri** on May 27, 2016 in Design Trends
https://creativemarket.com/blog/10-basic-elements-of-design

current logo — shapes positions look complex show as professional

Geometry

1875

- timeless 1875 shape thinner then the current logo shows prickly.

Analysis - Mitsubishi Motors:
- Repetitions on symmetry logo image, Asymmetry text
- Simple, same shapes different sizes show the comparing.
- Bold shapes connected together similar with a big triangle

Analysis - Qantas:
- round at the Angle, natural
- White undertaking with red background, professional
- kangaroo prickly

Geometry organic smooth
flat
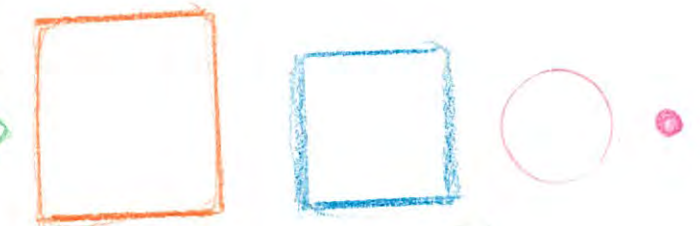
Geometry
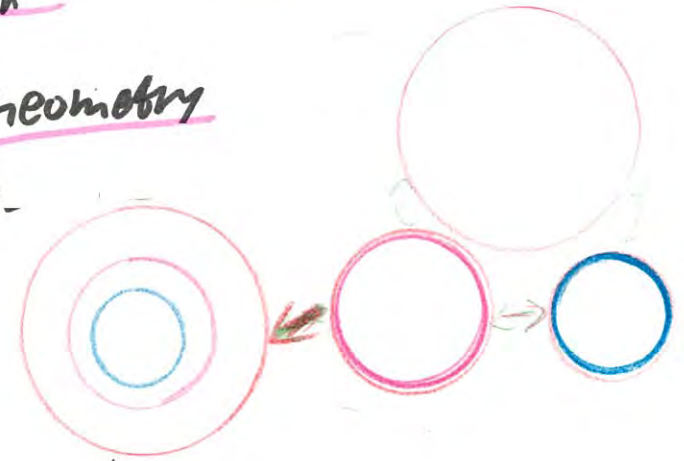
Build up and connected become a symbol

Analysis - Rocky Mount Sports Complex:
- Complex, less space look professional, trustworthy
- The shapes, sizes work well, simple as balance with each other
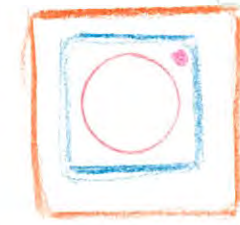- repetitions 3 difference sizes of circle are build up together

square round look more effective than angle

Geometry

square seem too regular and simplistic with angle

Analysis - Instagram:
- Competitions on 2 difference sizes, shapes
- Asymmetry logo show the difference
- Clear, simple outline
- Balance

Analysis - Woolworth:
- Simple, memorable as clearly shown an apple with similar oval
- Shape with bold line, creative, sensuous
- Three-dimensional, stand out

organic

Woolworths

- Simple, memorable, same shapes
- Symmetry balance with left, right sides
- Equal sizes shapes, balance with each side

Geometry, 4 equal square organic to build up a "Big" square.

LINE

Lines marks that span a distance between two points (or the path of a moving point). As an element of visual art, line is the use of various marks, outlines, and implied lines in artwork and design. A line has a width, direction, and length. A line's width is sometimes called its "thickness". Lines are sometimes called "strokes", especially when referring to lines in digital artwork.

Element of art – Wiki
https://en.wikipedia.org/wiki/Elements_of_art

IBM
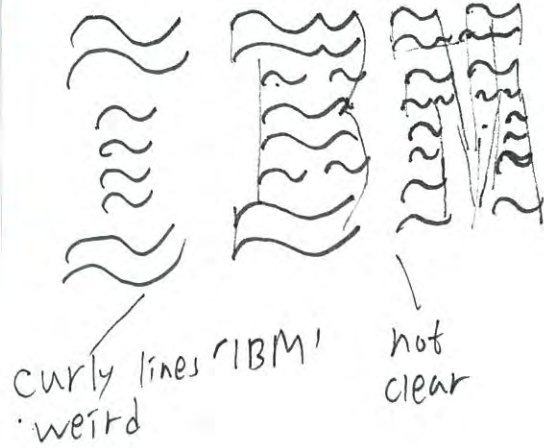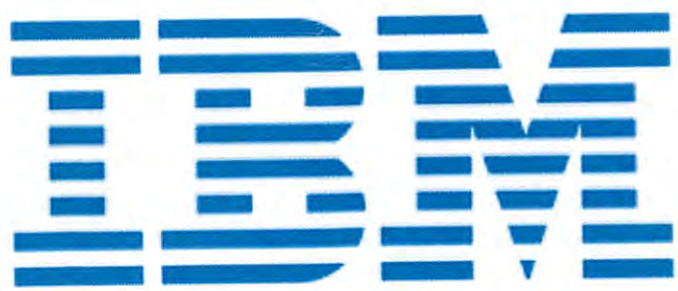
Analysis – IBM:
- Asymmetrical simple
- interesting
- Text clear
- Memorable
- Direction line juxtapose
- Stright
- Blue - professional

curly lines 'IBM'
· weird

not clear
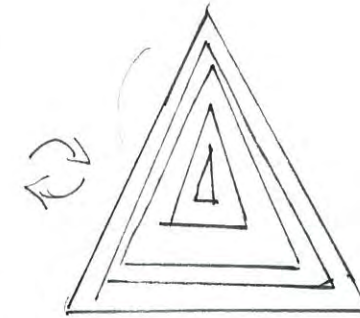
WOOLMARK

Analysis – WOOLMARK:
- Lines, simular with rectangle shape
- Line curly - creative, nice
- sensuous
- Symmetry balance, nature
- organised
- serif style, thin text ~ interesting

stright line look simplistic, not good

Johnson Controls

Analysis – Johnson Controls
- Contrast on Blue, Green line~ tonal, special
- Direction on opposite sides as vivid
- sans serif Text clear, simple
- Asymmetry lines with colours
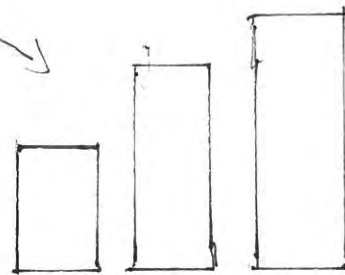
straight hair lines effect the looking, not good

STARBUCKS

Analysis – starbucks:
- symetrical balance
- natural
- Complex line
- Contrast on straight and waved lines, dynamic, lively
- Green ~ flesh, clean
- Contrast on white undertaking with green lines
- Creative, sensuous

adidas

Analysis – adidas
- Asymmetrical balance
- simple, clear to show
- line direction left, rugged
- Black - traditional
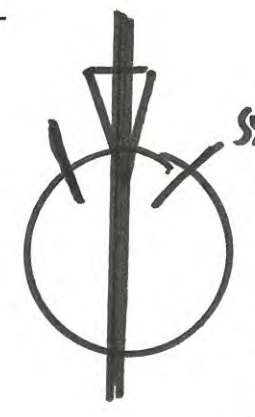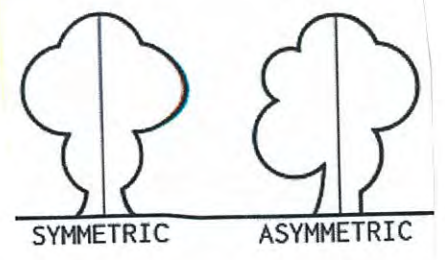- Less contrast
- Bold

seem like a graph, simple, rustie

SYMMETRY & ASYMMETRY

SYMMETRIC   ASYMMETRIC

TOMATO®

symmetry without adding or add one more of the green leave on the right top side

Bad Looking

Asymmetrical Balance

Analysis - Chanel:
- Symmetrical balance with each side as nature
- Memorable as two letter 'C' opposite sides
- Simple, clear to represent the colours, lines

Analysis - Tomato
- Asymmetrical balance show as simple graphic tomato
- Memorable as regular shapes connected together
- Repetition on bold, bright colours, stand out as effective

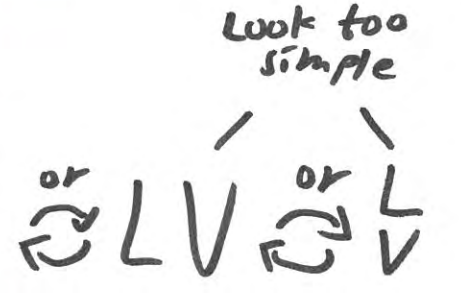**Analysis - Volkswagen:**
- Symmetrial balance, simple
- Timeless as look modern
- Repetition on background bold colour and line show clear, professional
- Complex lines connected, opposite side, natural

1993

1966

Volkswagen

Look too simple

or LV or L V

Analysis - Batman man:
- Symmetrical balance shows simple, natural
- The batman is black, represent evil, darkness
- Timeless as logo keep on time as modern.

1966, 1993
1966 batman: symmetry balance same as current logo show natural.
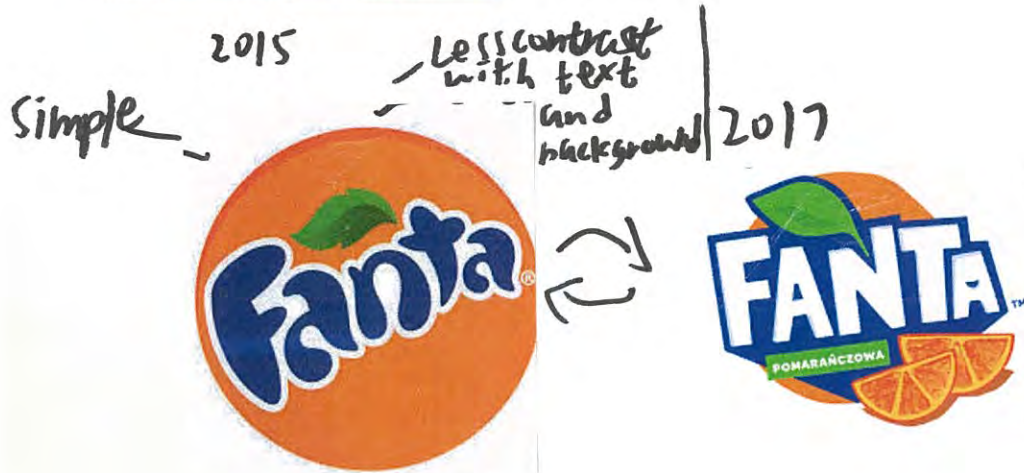
Both are common show balance with each side (1966, 1993)

Analysis - LV:
- Asymmetrical balance represents as creative, catch the eyes
- 'V','L' cover with each other, professional
- Memorable as less object, simple

CONTRAST

Contrast is the juxtaposition of opposing elements, may include colours background, texture and the symbol. It means 2 objects comparing to see the different and which look better. Contrast allows us to emphasize or highlight key elements in your design.

contrast, elements of visual design – MS PTC Wiki 605, by Maria Liza Lapugot
https://605.wikispaces.com/contrast

2015 Less contrast with text and background 2017

Simple

1998 Light more stand out 1994

— Simplity show the image burger, less contrast
— symbol, text, take out with the background

Analysis - Fanta:

- 'Fanta' font stand out, pure, show contrast, complex
- Text and background, dynamic
- Timeless as modern to keep up further
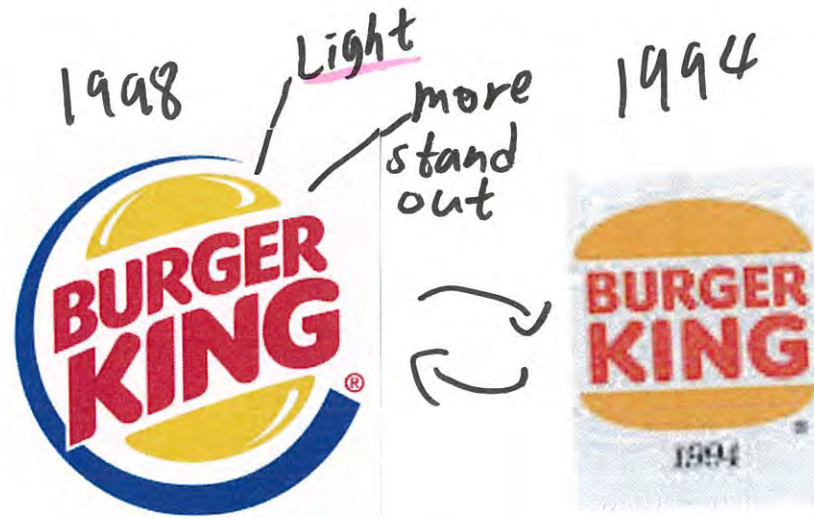
Analysis - Burger king:

- Repetition on colour background, text dynamic
- Timeless as looking better with clear outline
- The key element 'burger king' created contrast as stand out

— contrast on duble sizes of circles, shown as difference stage

— more contrast
— the white colour is taking out

— less contrast
— darkness

Analysis - The Morris Law Firm!

- Black, white being opposite create contrast, complex
- The fonts sizes with background, less contrast

Analysis - WWF:

- Opposites in colour with 'WWF' stand out due to contrast
- contrast created, logo become more memorable, seem appealing

Summary Page

Effective Logo based On Principle and Element   Must be simple with...

Most important is element effect...

- colour create emotion mood   Barbie

- logo type create visually pleasing   Disney

- Shape create neat stylistic   DC

- Line create direction, movement   OBAMA BIDEN

- Contrast create repetition   FedEx

- symmetry create balance   Toyoto

- Asymmetry create visual interest, show creative   Facebook

- Memorable
create recognition in consumers,
should be seared into people mind

UNDERGROUND

- Timeless
create modern, flesh

Shell

Frank Mason Robinson - Analysis

Pepsi

Colours:
- primary with white as simplify and clean
- Bright, bold stand out as sensuous
- colour match ~ effective
- catch the eyes
- texture colour match with the symbol, show as natural

Shape:
- Circle show regular as simple and memorable
- symmetry balance as equal with each other
- symbol waved
- the middle (white shape) negative

Symmetry / Asymmetry:
- Asymmetry balance with the symbol and text, natural, creative
- look different, modern
- a bit complex

Logo type:
- serif sans style, simple
- lower case - whitn as font
- 2D text

Contrast:
- Red & Blue on the side and white on middle created great contrast, negative area, complex
- pepsi show less contrast as on the bottom of the logo

Line:
- some waved line show vivid
- clear outline show simple, nature

I think he made a simple circle shape be more creative as the colour effect, which effective.

Paul Rand – Analysis

Paul Rand (August 15, 1914 – November 26, 1996) was an American art director and graphic designer, best known for his corporate logo designs, including the logos for IBM, UPS, Enron, Morningstar, Inc., Westinghouse, ABC, and NeXT. He was one of the first American commercial artists to embrace and practice the Swiss Style of graphic design. Rand was a professor emeritus of graphic design at Yale University in New Haven, Connecticut from 1956 to 1969, and from 1974 to 1985. He was inducted into the New York Art Directors Club Hall of Fame in 1972.

Paul Rand, Wiki
https://en.wikipedia.org/wiki/Paul_Rand

UPS

Colours:
- Shine, sensuous, dynamic
- Bold yellow background show power with dark brown appeal rugged as pleasing

Symmetry / Asymmetry:
- Repetition on brown shield and texture asymmetry balance represent creative, conspicuous
- special, effective
- Symmetry balance ~ yellow shield, memorable

Shape:
- Symmetry balance with yellow shield represent natural, organic
- Multiple shape show nice, simple
- regular with random shield shape show difference

Logo type:
- 3D Text
- memorable, stand out
- effective, professional
- uppercase simple, approachable
- serif sans as traditional
- centre in symbol as focal point

UPS

Line:
- clear outline
- easy to recognise
- simple
- natural

Contrast:
- Repetition on the dark yellow, brown create great contrast
- 'UPS' is the key element created through contrast
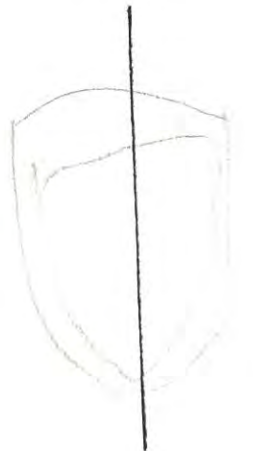
I think his logo design is effective as show the colour Tone, not just a simple brown and orange colours.

Milton Glaser — Analysis

CELEBRATE
ISRAEL
PARADE

Milton Glaser, was established in 1974. n the area of print graphics, the studio produces identity programs for corporate and institutional marketing purposes (logos, stationery, brochures, signage, and annual reports). Glaser created a new style of graphic communication that combines visual and intellectual concepts.

Milton Glaser, Wiki
https://en.wikipedia.org/wiki/Milton_Glaser

colours:
- Primary ~ simple
- Light blue as harmoious, complimentary
- colour match
- Tone : Dark and light

Shape / Line
- Logo symbol made up by triangles as represent unity
- different sizes triangles ~ complex, vivid
- star on the middle of symbol ~ stand out
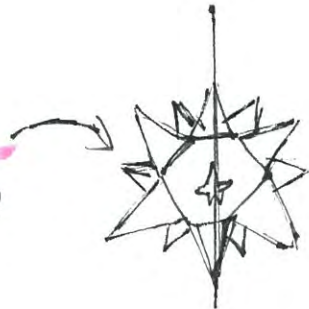- clear Outline
- straight lines
- star negative, undertaken

Logo type:
- 2D Text
- smooth texture
- sans serif ~ mordern, simple
- uppercase, clear stand out
- justified with the symbol

Symmetry / Asymmetry:
- symmetry balance with shapes ~ natural
- Asymmetry balance symbol and texture
- creative, professional
- Complex

Contrast:
- Red & Blue show contrast
- repetition on colour and image with text as unity & rhythm
- Contrast on colour & texture, space between letter create the key element 'ISREL'

I think this logo is effective as used the simple shapes and join together in irregular.

Carolyn Davidson – Analysis

NIKE

nike   NIKE   NIKE   ✓
1971   1978   1985   1995

Colour:

- Black ~ traditional
- Darkness
- Effective, stand out
- easy to reconise dark colour

Symmetry / Asymmetry:

- Asymmetry
- Creative, Professional
- Timeless as 'NIKE' (timeline) with simular point asymmetry symbol with text   NIKE

Logo Type:

- Bold, clear and effective
- uppercase, conspicuous
- Catch the eyes
- 2D Text
- centre
- Italic

Contrast:

- Contrast on the text and 'tick' (✓) ~ clear, simple
- key element 'NIKE' stand out as sizes bigger than the symbol
- less contrast on line and shape
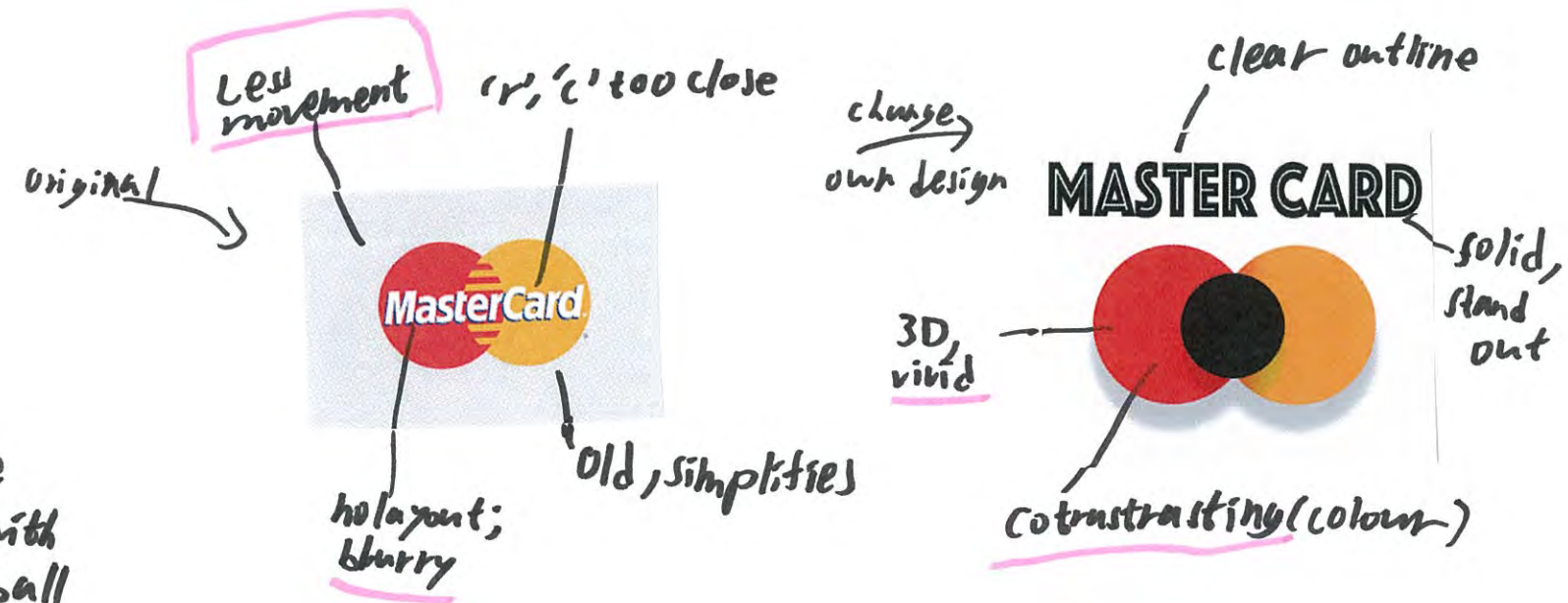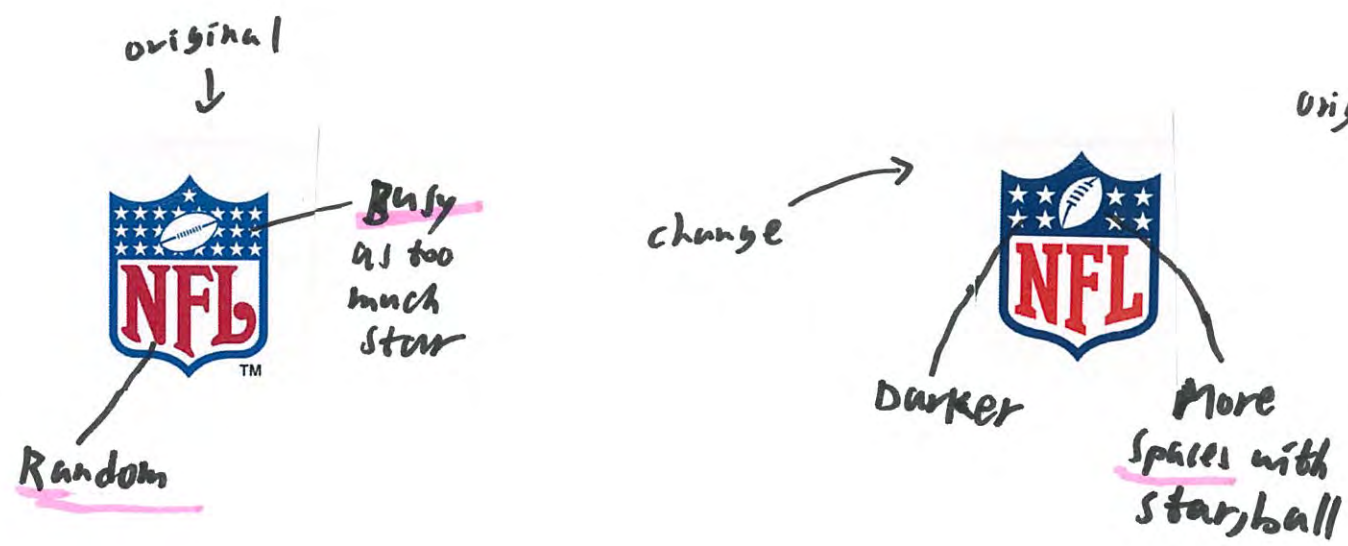- Black, white ~ create contrast

This is an effective logo as look powerful and memoable.

LOGO Redesign

Original

Change → Modern flesh

Repetition colour

Blurry

Too much images, Complex

Simple

original ↓

Complex

change own design

TREE DOCTOR

Rough

Attempt on tree, blurry

not related

sensuous, drop shadow

clean

TREE DOCTOR

3D, colourful

original ↓

Busy as too much star

Random

change →

NFL

Darker

More spaces with star, ball

Original →

Less movement

'r', 'c' too close

MasterCard

ho layout; blurry

Old, simplifies

change own design

clear outline

MASTER CARD

solid, stand out

3D, vivid

Contrasting (colour)
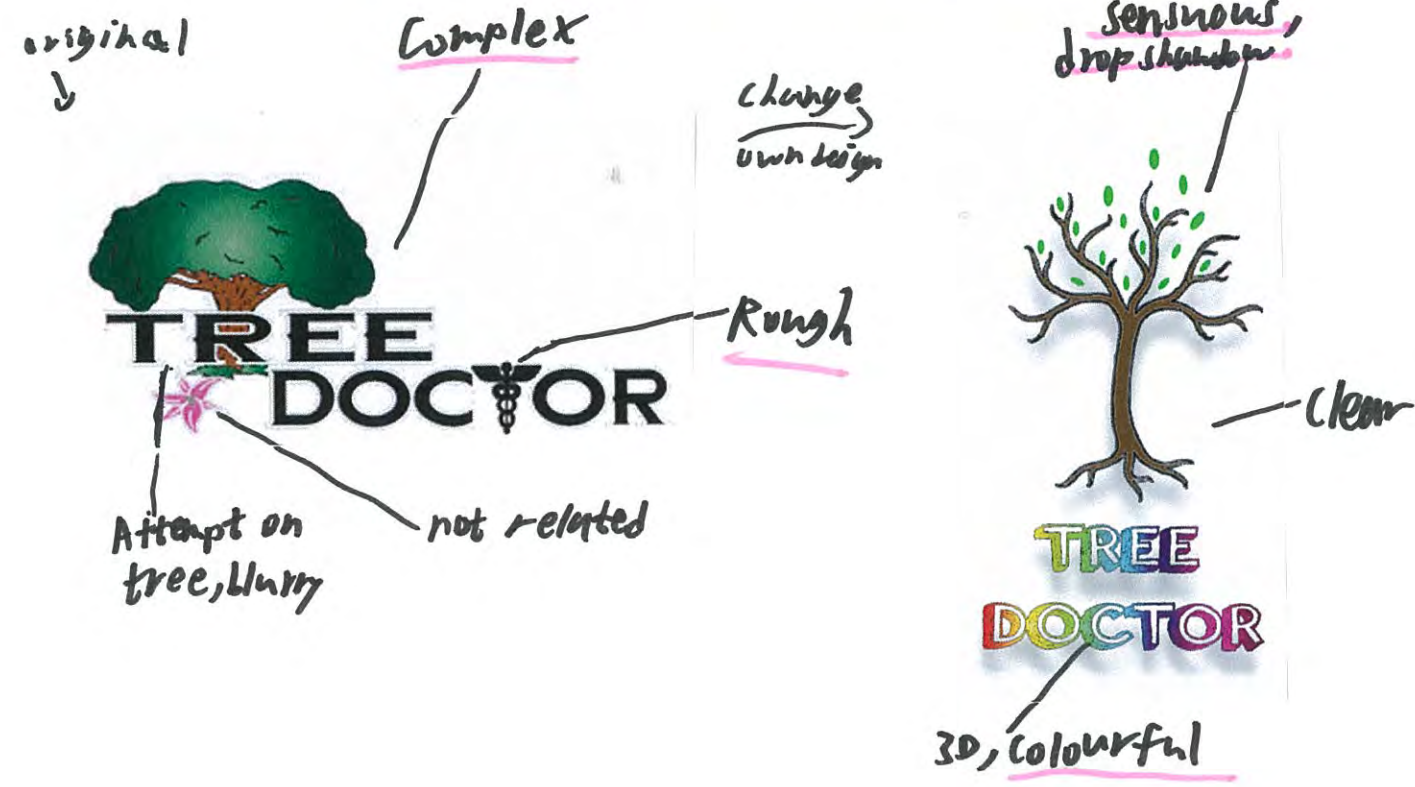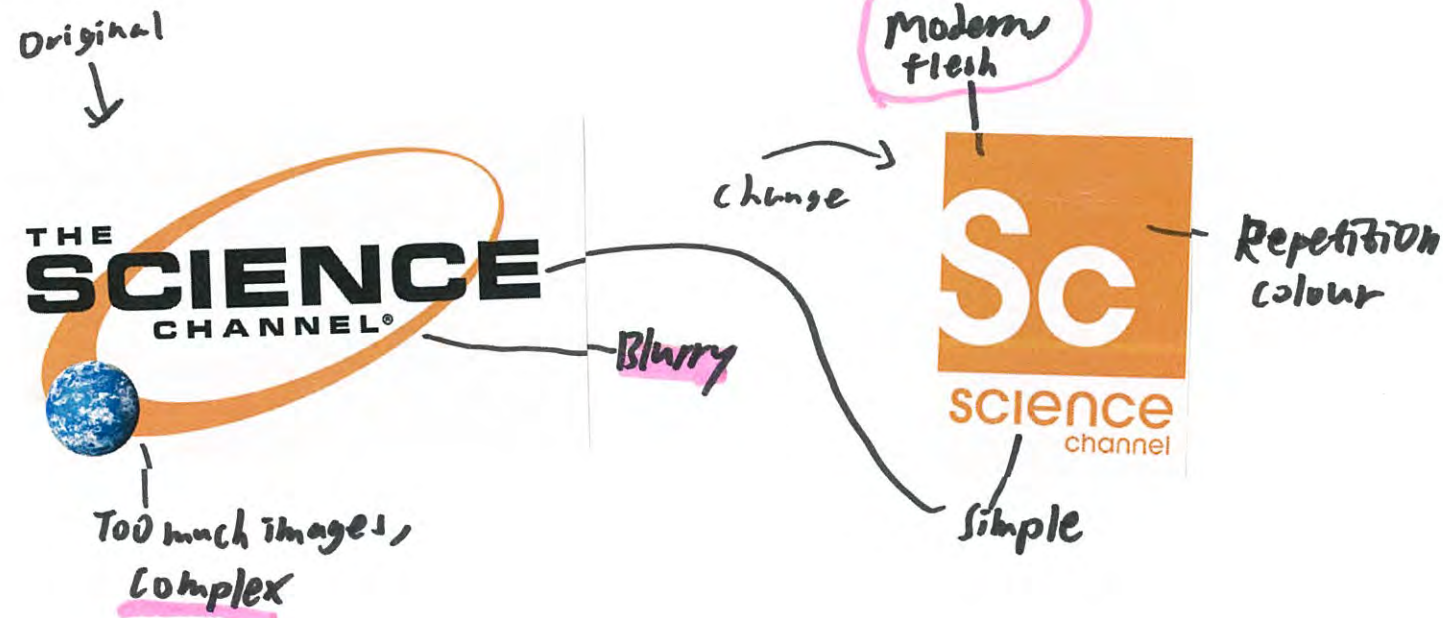
Practical Application - Redesign

Original

I think the flower is not nessary as it about tree care industry.

The bee seems like plant market logo - not related with the company.
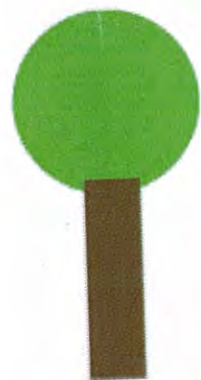

This logo seems simple, timeless to me - related with company as healthy, professional

Idea from Glaser (image on the top, text bottom.)

The tree doctor, Queensland Arboriculture Association 2017.
http://qaa.net.au/qualified-arborist/directory/listing/the-tree/

Geometry triangles as a tree!
- Doesn't seem like a tree as colour.
- Ideas from Glaser triangle.

Doesn't seem effective because look like a lamp to me.

- This design ideas with Frank Mson Robinson as simple circle.

TREE DOCTOR

- Roldi/dark
This make me hard to see.

Tree
Doctor

Idea from Robinson as the text style (thin)

Look too thin and space between is uneven.

I think the image show healthy but not as clear and less space.

- This look creative.
- It related with company as seem concern to me.

- Ideas from Davidson as pickly.

Tree
Doctor

Colour too light, I can't even recognize the words.

TREE DOCTOR

Font represent modern to me as style traditional.

Practical Application - Redesign

Original

This is related but too busy. Get rid of circle as not necessary to me.

I see contrast on colours and clear line. It seem smart.

Similar atom with line, I think it is boring.

Idea from Davidson as colour

I think logo suitable for the channel as 'Sc' represent science. It look amazing as used only background colour.

Idea from Rand the style (position)

Earth represent world and space, reflet on science. It look interesting.

Idea: Images are from science.

Lab tool seem easily to recognise to me.

Lab tool represent science with sharp colour and mordern text - effective to me.

Idea from Glaser (simmation of padding)

Science Channel

Blue, blurry font. It show less stand out with lower and upper cases. Idea from Robinson colour (text)

science chanel

Font too close to each other, doesn't seem good to me as look naive.

SCIENCE | CHANNEL

Idea from Glaser Font

I think line between 'science' and 'channel' seem seperate, not good.

SCIENCE CHANNEL

Clear font in two line, look professional.

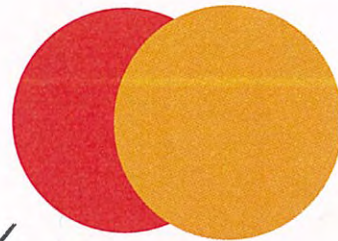The branding source, April 6, 2011, science channel, Blog http://branding source.blogspots.com.au/2011/04/new logo science channel.html
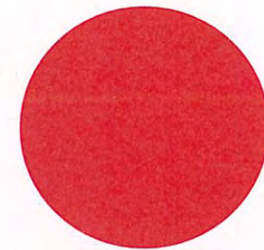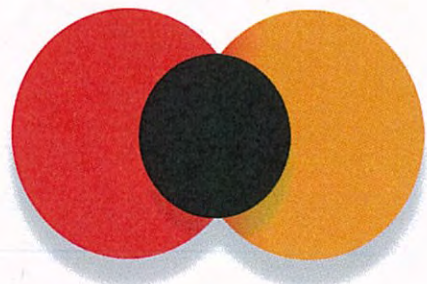
Practical Application

Original

I think the middle seem a bit strange to me as missing something.

This look nice and simple to me

The circle seem too simple to me.

This seem more 3D and creative.
- effective

I think this is bad as too blurry.
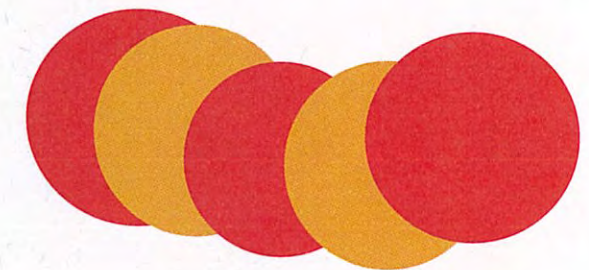
These are unbalance but seem 3D to me.

MASTER CARD

MARSTER

- charming, cool
- Hard to see to me

MARSTER CARD

- Traditional, clear, effective
- stand out to me

carolyn parcdson: bold letters

ideas on Frank Mason Robinson as shape

MARSTER

Image look not clear so it bad.

Marster

- Modern
- good present to me

Marster Card

- serious
- I think is not related with this logo

Frank mason than letters

Practical Application

stars are too much (Busy)

'L' look stange

Milton Glaser (Shape) Geometry

This look good competition to me as enough spaces between.

From paul Rand, simular e shield)

NFL look classical with footy which seem simple, nice.

I like this image as it look nice and simple.

From Frank Mason Robinson with the colours

I don't think the colours are match and seem separate.
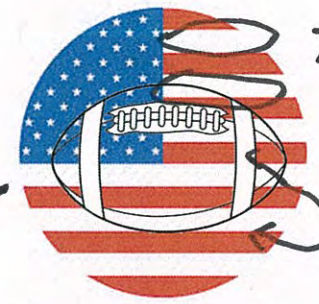
I think this is related with 'NFL' as American. - Good match

From Milton Glaser undertaken part.
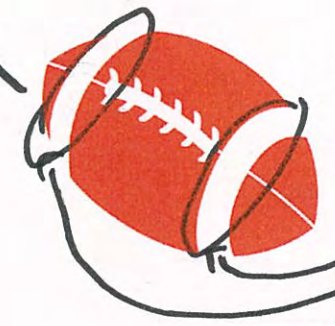
I think it's stand out as the colour and show creative as undertaken. - Effective

NFL - Not clear, hard to recognize to me

nfl - look terrible, too rough to me

From Frank Mason Robinson with small coppital letters.

Idea from carolyn davidson Big letters

NFL - Bold, nize and stand out to me

NFL - I think this look traditional and good.

Practical Application

Repeat:

C-C

Black show traditional

Bold shape

simple, memorable

~~less effective~~

symmetry balance

1

Assmetry look Random

Idea from Davidson colour.

secnd look better

! Not Effective

2

symbol with black on the centre seem expressive

3

stand out

look the best on the 1,2

Connected seem mordern

---

undertaken creative

simple, Memorable

less contrast on colour

san serif text, old

1

serif style, Prickly

TARGET.

Seem lively

catch the eye

Idea from Glaser and Rubason (shape)

2

Dark, bright colours stand out

Target.

3D text nice & sweet

Logo look suitable for kids.

3

complex, But suit on target

Interest, vivid

Mordern, sensuous

Target.

CONCLUSION

Conclusion

Within my visual study, I had interest the effectiveness in logos as well to gain more knowledge and develop brainstorming, creativity skills and editing skills to create a more successful and effective logo. I developed an understanding of the key to create a logo as well to think of some ideas and do research on the internet, may include objects, images to be seen. I learnt that a logo must include several principles; simple, memorable and timeless and also key elements; colour, logo type, shapes, line, Symmetry & Asymmetry and contrast. I think these elements are important as those will help me to be easier to create an effective logo. Throughout my study progress, I had interest on analysing areas as to discuss elements to show my understanding of logos is the best and easiest part as well as to building up my mind.

During my research progress, there are four popular artists, which are Milton Glaser, Paul Rand, Frank Mason Robinson and Carolyn Davidson. These designers were trying to develop a popular logo style which simular used the shape, colour with simple and memorable to present as an effective in their work. For example, Milton Glaser created a logo of 'Celebrate Israel Parade', he produces different shapes and different colours with undertaken star which present a unique shape as all connected and covered with each other. With my practical application, designers have allowed me to appreciate the competition on contrast which is logotypes and colours, and some symbols such as angel wings.

My experience has exposed me of redesigning logo by using photographs, it challenges me as it need to be matched with the brand to show my creative skills. Therefore, I gained more ideas from web and other online sources. For my understanding of Visual Study, I think the most important part is to do research as it would make it easier to start.

316 words

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