

PORTFOLIO

201858198

STUDENT NUMBER



COMM 1790
Digital Design



ASSIGNMENT 1A:

Redesign Logo For

NORTH AMERICA TRAVEL SERVICE





Brand Statement

North America Travel Service has offered the very best in bespoke designer vacations for 50 years. The business is privately owned and operated and have a true passion for North America. With wealth of experience, the company can confidently boast that they know North America better than anyone else in the travel business. Whether customers are looking for a wild west adventure, a romantic break, a relaxing holiday or an escorted tour, they can plan itinerary right down to the tiniest detail.

The original grand logo simply shows their brand name, using a textbox with blue background and white text. It was minimally designed but lack of impressive memory points, can hardly attract audience. Therefore, some visualized signs should be considered in new logo. Based on the characteristics of North American journey, there are integration of graphic design elements for mountains, airplanes and fire with NA lettering showing a vibrant journey. Asymmetrical balance and visual hierarchy also used in the new design, trying to make customers feel to be personally on the scene. This style guide will put audience requirement at the first place, visually show the brand style strengths. The new logo will be put into different format or background for testing its practicability, to make sure it will work in website, print paper and every required scene.



The Logo



Format: TIFF

Software: Illustrator

Recommended Minimum Size: 2*3cm/ 0.8*1.2 inch (exclude isolation area)

Colour code: CMYK



There should be a blank space for isolation area for preventing mix the logo with other image or text. The size of isolation area could be adjusted in different condition, it is not fixed but depends on the logo size. For example, the white area outside the red line below is the logo's isolation area.

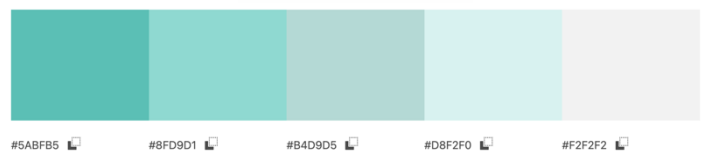




Design Elements

+Colour

The prominent colour of the logo is cyan, and it has different layers of cyan used in it to present visual hierarchy and enrich the content.



+ Visual Hierarchy

The logo uses **visual hierarchy** by combining size, shape, and symbolism to direct attention. The tent dominates as the largest element, symbolizing camping or exploration. The flame below adds a focal point and conveys warmth or adventure. The airplane, smaller but dynamic, suggests travel. Together, these guide viewers from the tent to broader exploration.

+ Components

- Why letters 'NA'?

The business's name is NORTH AMERICA TRAVEL SERVICE, they provide service about plan trips to North America. So, NA could as an abbreviation for both the company and their content and be shown in the logo.

- Other designs inside:

Mountains, fire and airplanes are included in the logo too, as part of most field trips experience. I made some improvements to their graphics to made them better integrated as a whole design. For example, the letter N is present by all the elements, and A is formed by the temp and the fire.



Logo Versions

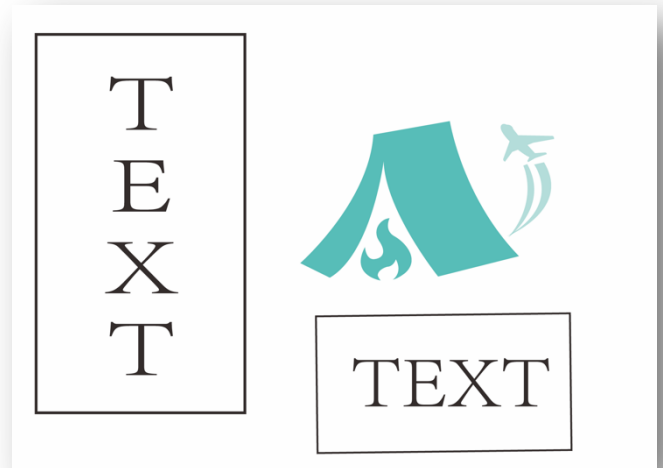
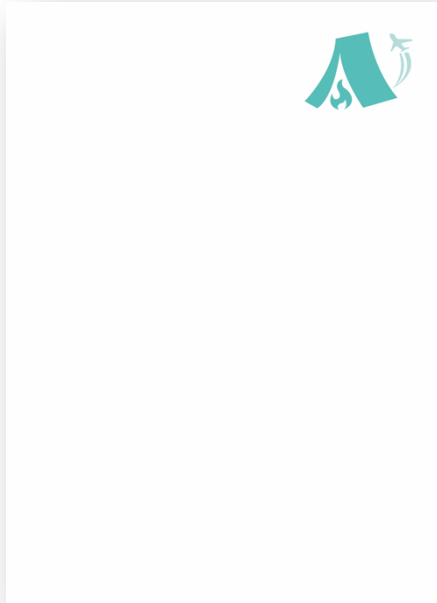
Considering of different print and website requirements, sometimes the logo would be presented in black and white interface. Thus, there are two alternative versions prepared for these conditions. First of them in black background is use for white interface, and another with white background is for black interface.





Logo Positioning

The best position of the logo is aligned to the corner of website pages. It can also interweave between text or other images when it is in a page of magazine or print paper. Another possible position of the logo is in an Asymmetrical Balance style poster.





Logo Misuse

When using this logo, there are some rules for maintaining its visual effect.

No change element location



No change logo's color



No change its shape



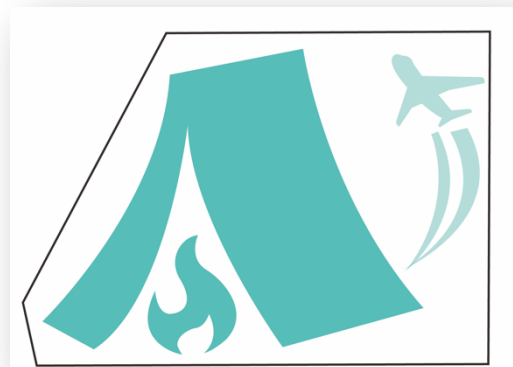
No change colors inside



No distort the logo



No add border to the logo





ASSIGNMENT 1B:

Design for Social Change

4th May Movement



Format: TIFF

Software: Illustrator, Photoshop

Size: 148*297*210 mm

Colour Mode: CMYK



About 4th May Movement:

The May 4th Movement, a patriotic movement that took place in Beijing on 4 May 1919, was mainly composed of young students, with the participation of the masses, citizens, businessmen and other sectors. It was carried out through demonstrations, petitions, strikes, violence against the government and other forms. It was a patriotic movement of the Chinese people against imperialism and feudalism, also known as the May Fourth Movement.

The reason is that during the First World War, the European powers had no time to look east, and Japan took the opportunity to intensify its aggression against China, seriously damaging China's sovereignty. The anti-Japanese sentiment of the Chinese people grew day by day. In January 1919, the victorious countries such as Britain, the United States, France, Japan and Italy held a peace conference in Paris and decided that Japan would inherit Germany's privileges in Shandong, China. China was one of the victorious countries that declared war on Germany, but the warlord government in Beiyang was prepared to accept this decision. The failure of Chinese diplomacy at this conference triggered the great May Fourth movement.

In just two months, from the celebration of "Justice triumphs over might" in November 1918 to the Paris Conference in January of the following year, China fully interpreted the law that "weak countries have no diplomacy since ancient times". The so-called "justice triumphs over might" is just a fairy tale. Faced with such a humiliating situation, students in Beijing went on strike from May 4, organising speeches and propaganda. They were followed by students and workers in Tianjin, Shanghai, Guangzhou, Nanjing, Hangzhou, Wuhan and Jinan.

After the founding of the People's Republic of China, 4 May was officially designated as Youth Day by the State Council of the Central People's Government. On 30 April 2019, a celebration of the 100th anniversary of the May Fourth Movement will be held at the Great Hall of the People.



ASSIGNMENT 1C:

Speculative Futures

DIGITAL REALITY



Format: TIFF

Software: Illustrator, Photoshop

Size: 105*297*210 mm

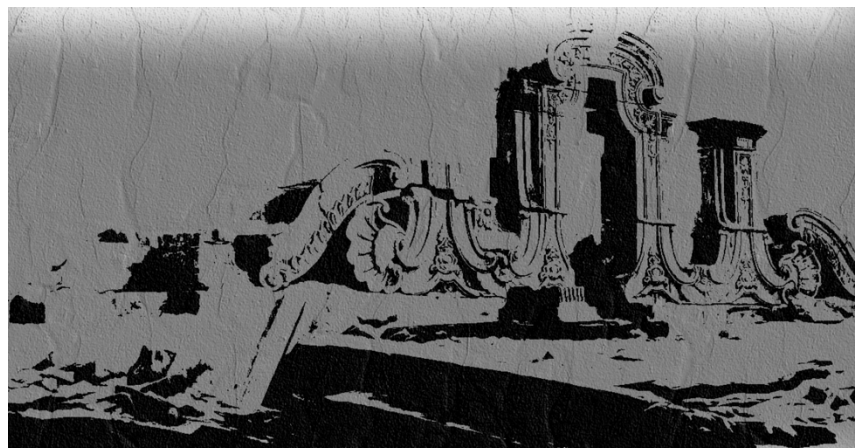
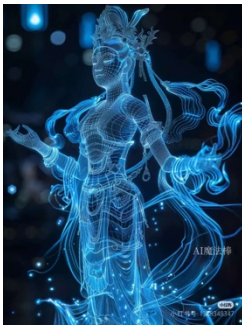
Colour Mode: CMYK



Draft:



Outsourced Photos:





ASSIGNMENT 1D:

Multiformat Campaign

Hotpot Festival in Zibo

The Logo:



Format: TIFF

Software:

Illustrator, Photoshop

Size: 105*210*297 mm

Colour code: CMYK



The Printed Poster:



Format: TIFF

Software: Illustrator, Photoshop

Size: 105*210*297 mm

Colour code: CMYK

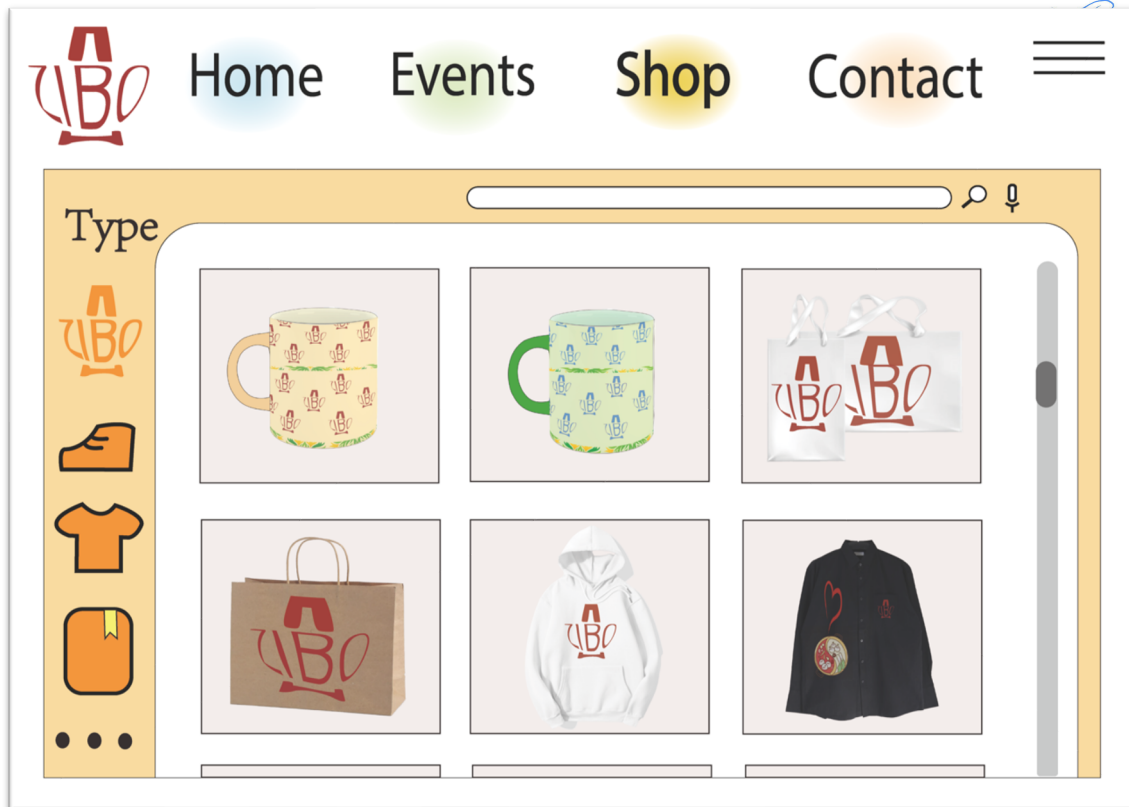


The Web design:



Format: TIFF



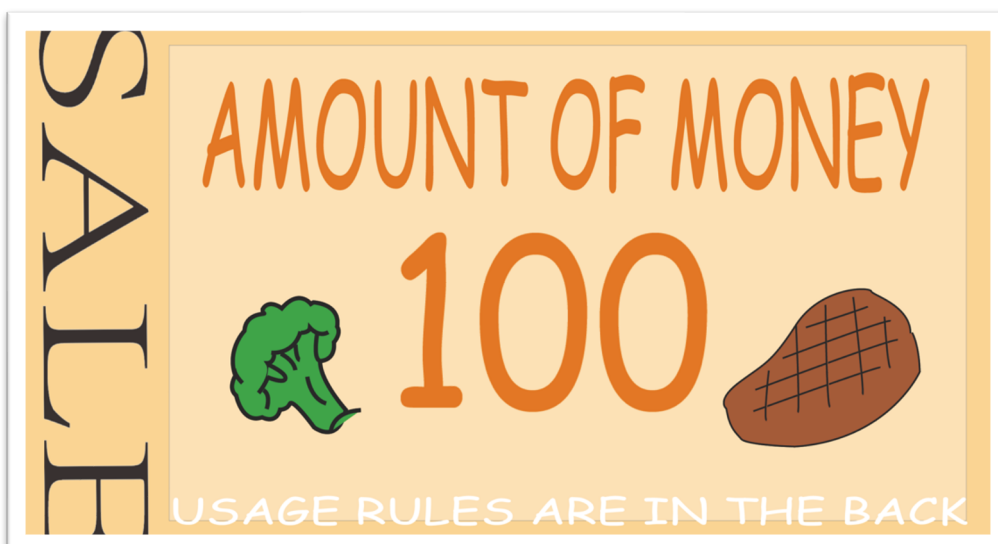


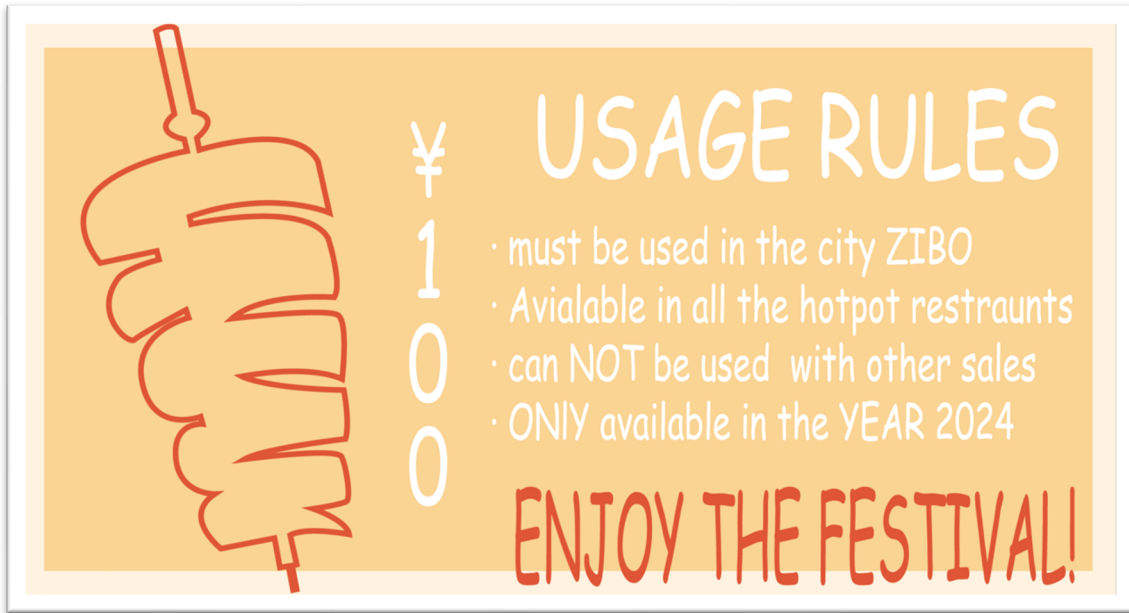
Software: Illustrator, Photoshop

Size: 105*210*297 mm

Colour code: CMYK

Tickets:





Merchandise:

Software: Illustrator, Photoshop

Size: 374*49*48 mm

Colour code: CMYK



