

WEEKLY FEEDBACK & NEXT PLAN OF ACTION

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BLOG LINK

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WEEK 1 23 SEPTEMBER 2024

FEEDBACK

Task 2 (Three career choices): The third idea (Music Box) is reasonable and interesting.

NEXT PLAN OF ACTION

- Create a GDrive folder for future work submissions
- Prepare EPortfolio for a weekly progress update
- Create 2 mindmaps (Brand + Brand Name) based on the final choice of career options (LP/ Music Truck)

WEEK 2 30 SEPTEMBER 2024

FEEDBACK

- Don't let the visual aspect dictate the whole concept of the logo ‘
- Most of the things written on the brand name mindmap goes to the business aspect mindmap

NEXT PLAN OF ACTION

- Task 2A: Select 28 logos to observe and analyze (Deadline same as Task 2 submission date)
- For logo ideation: 2 pages of A4 size sketches with no colour, do not erase the progress
- Add more keywords to the brand name to help with visualization

WEEK 3 07 OCTOBER 2024

FEEDBACK

- We reviewed logo sketches. Try to combine the idea of the truck + box + music and mascot into a more defined logo.

NEXT PLAN OF ACTION

- Do more detailed sketches of logos combining the ideas from selected potential logo sketches.
- Gather existing logos for logo analysis

WEEK 4 14 OCTOBER 2024

FEEDBACK

- In week 4, we continued to discuss the logo sketches for task 2.
- Logo Feedback: Try applying different typefaces on the lettering for the 'music box' as too much of organic elements may be ineffective as a logo. No.16 was chosen as the final design for further digitization.

NEXT PLAN OF ACTION

- Read the articles in the URL list before fully digitizing them in Adobe Illustrator.
- Get your logo digitized by week 5 with as many details as possible (explore the possibilities of typeface, sizing etc) and multiple versions of digital version logos.

WEEK 5 21 OCTOBER 2024

FEEDBACK

- Task 2 Submission: Don't use a black page in document submission for Task 2 (use a bounding box)
- Guidelines & grid lines should be in grey with 50% opacity.
- Use the same typeface when writing rationale, do keep in mind the leading size.
- Task 2 (Logo digitization feedback): Explore different sans serif typefaces to see which one best fits the logo design.
- The negative version is wrong so recreate another version with the right positive side inverted.
- Try different placement of brand name (typography) to avoid giving a sense of an afterthought.
- Reconstruct partial elements of logomark to put in a more balanced proportion.

NEXT PLAN OF ACTION

- Get logo collection done by next week (deadline week 6)
- Use mm (millimetre) when indicating the size for logo digitization
- Read document setup for Task 2 submission.

WEEK 6 28 OCTOBER 2024

FEEDBACK

- Task 2 Deadline on Wednesday Week 6 (8 am, 28/10)
- Put mindmaps, sketches, and digital drafts of logos into the progression folder
- Put the Animated GIF in the final submission folder.

NEXT PLAN OF ACTION

- Come up with visual references/ sketches for Task 3
- Task 2: Complete GIF Animation/ Pattern by the deadline.
 - *Lever pattern has potential– explore further with the tyre mark idea.*
- Logo Space Rationalization: Show scale indications (e.g. 1x 2x)
- Logo Clearspace (Logomark): Replace the circle with eyes.
- Logo Minimum Size: Put all logo variations on a separate page.
- Logo Stroke colour error– try to unite the path and keep each element in a single colour. → Change Colour Codes after adjusting.
- Keep some of the logo variations for the future task (Task 3).

WEEK 7 04 NOVEMBER 2024

FEEDBACK

- Complete brand positioning, and visual references.
- Task 2 Submission Feedback:
"2A Able to identify the types of logo analysed. Analysis is accurate and concise fulfilling the requirements of the brief. Room for more critical analysis (opinion, success, etc.) of chosen logo but otherwise, demonstrates some critical thinking ability overall. Do credit your sources. 2B Progression process is extensive and well documented providing a comprehensive and cohesive support to final logo design. The colour version of logo design reflects a better division of positive and negative components as opposed to the black and white version (side of box as positive element, legs as outline, etc.). Missing the colour version for wordmark logo. Be careful when indicating logo clearspace for second version of logo not to flip 'b' as it will read as 'd'). Logo with strapline does not adhere to logo clearspace (perhaps this version only needs a single line component clearspace as opposed to a stacked double component). Same with the second logo with strapline. Consider not utilising full justification of paragraph in logo with rationale as unsightly 'orphan' and 'rivers' are present. Do check that logo minimum sizes are to scale (it looks smaller than the indicated measurements). Logo minimum size for second logo version is too small as 'highlight' line details on disc is not visible. For suggested brand colours, do indicate which to be primary and which to be secondary colour choice. Despite suggesting only one typeface, sensitivity to type is demonstrated by its clever usage of typeface family in a creative but consistent manner. Well executed gif."

NEXT PLAN OF ACTION

- Come up with prepared designs for mockup applications.
- Brand positioning- Refer to segmentations when writing target audiences.
- 4 collateral ideas, social media page (use existing artworks/ patterns/ collaterals for posting), Website page design
- Environmental design (minimum 2 ideas, advertisement, truck appearance, billboard, posters)

WEEK 8 11 NOVEMBER 2024 (INDEPENDENT LEARNING WEEK)

FEEDBACK

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NEXT PLAN OF ACTION

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WEEK 9 18 NOVEMBER 2024 (ABSENT)

FEEDBACK

- Updated application progress via shared drive, Ms Lilian commented that some of the logo usage on the application are wrongly used, such as using a variation of logo that has not been introduced in the previous task, causing the break in consistency pattern in my brand. She also commented that brand contact information is missing in some designs for corporate stationery.

NEXT PLAN OF ACTION

- Finalize applications for all 4 sections
- Create a slide that present brand positioning, identity, and visual references with sketches.

WEEK 10 25 NOVEMBER 2024

FEEDBACK

- Utilize the whitespace when laying out the contents on the page.
- When branding, think about the conveyance of the gut feelings of the brand itself rather than putting visual attractiveness as the priority. Make sure the brand identity is solid in those designs first.
- Use the correct document size of (1366*768 px), the 6x6 grid suggested looks good to proceed through.
- Utilize the chosen colour palette wisely when placing the background colour for pages, and make sure it does not seem too repeated continuously as it could cause
- Name and other task info is not necessary for the cover page, putting the year and the brand name should be fine.

NEXT PLAN OF ACTION

- Create a complete layout of contents according to the content/ grid structure chosen.

WEEK 11 02 DECEMBER 2024

FEEDBACK

- Add a bit of description/ body copy next to the visual guideline/ application explaining its features.
- Overall layout design seems too tidy and does not reflect the brand's identity. Try to add more visual elements/ visuals that support the brand's services and make sure to reflect the quirkiness of the brand.
- Experiment with whether the horizontal line as a divider works well or with different visual elements.
- When using visuals for the first chapter (brand profile), utilize a different photo rather than using the application photo as it could lead to repetition.

NEXT PLAN OF ACTION

- T4 deadline week 12/ complete all layouts
- Add navigation to each page.

WEEK 12 09 DECEMBER 2024

FEEDBACK

- Save the final work as an interactive pdf when submitting your work on Drive (interactive)
- Publish your InDesign file into the Adobe server (submit link in google doc)
- Deadline for drive (Friday at 8am), Blog (Monday 8am)
- Create a final compilation post on blogger.
- Ms Lilian commented that the improved versions of layouts hold much more personality compared to the initial version; good use of dotted frames on the side of the visuals & brand pattern as navigation.

NEXT PLAN OF ACTION

- When making a final page, make sure the company information such as phone number, webpage, social media handles etc.
- Add highlighted texts of the current chapter when placing navigation.

WEEK 13 16 DECEMBER 2024

FEEDBACK
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NEXT PLAN OF ACTION
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