

Project Review: Leonie Fisher



1. The project as a whole

The aim of the project was to design products that would promote the **Action 4 Energy** campaign to encourage people to save energy and to recruit new members. The graphic products had to give the campaign a strong positive image or brand identity and raise its profile among the general public.

Audience

With my designs I tried to link the different products by using a consistent colour theme and by repeating the two logos I designed. I wanted the products to appeal to different age groups like older teenagers, young professionals and the person in the street, so it was important not to make them too childish or just for my age group, which would have been easier.

Feedback

I tried to make sure that I didn't make this mistake by asking for feedback from some older people like my ICT teacher, my art teacher, my parents and a local shopkeeper as well as from schoolmates. I think this worked well because I always asked them to tell me one positive thing and one thing I could improve. Some of their comments are in section 2. The main things I changed after feedback were the logo and the poster, but I also made many small changes.

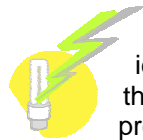
Overall

If I did the project again I would have a more realistic idea about the times and the sub-tasks and I would put in more time for troubleshooting technical problems and for hold ups in class. I did think about the extra time I would need for getting confident again with vector drawing because I hadn't done any since Year 9. I did find it useful to keep going back to my plan to see if I'd forgotten anything and to tell myself to speed up a bit. In the end I finished before my deadline and so I had a couple of extra lessons to add a few finishing touches to the project.

2. The graphic products

See my commentaries for more explanations about the designs.

Logo



After playing about for one lesson to get used to the program and try out some ideas, I found it quite easy to design the first logo. I showed it to two friends who thought it was great, but my teacher said that it might not stand out so well on all the products and reminded me that the campaign wasn't just about light bulbs.



I thought she was right so I quickly made another logo, just using the campaign initials. I was pleased with this because I could use it on any of the products, with or without the first logo. It stood out well and advertises the name of the campaign by using the initials. I think it looks lively and the colours suggest eco-friendly products. They also link to the colours of the light bulb logo. It didn't need so many skills, but I think it's more effective on its own than the other one.

Car sticker



I didn't make any changes to this design because I had positive feedback from my reviewers. They said it gets the message to ring the number for more information across clearly and that it was easy to read from the pavement. My parents tried it out on our car and it looks quite professional, like an unleaded petrol sticker. If I had more time I could have tried it with a plain border and bright green background, but I didn't want to spend more than 1 lesson on it.

Poster



I thought the first design I made would get the right message across for the poster. One of my art teachers is the right age group, so I asked him for feedback about my first design (see the commentary). I changed it quite a lot because he thought my ideas and my picture were strong, but he wrote that the layout didn't have "a clear visual hierarchy" and he advised me to "think about how your eye travels around a poster and how the most important message should be biggest, down to the least important, or the thing you would read last". I thought that my second design was much clearer and the eye goes from the picture of the sheep and the wind farm, to the slogan on the sky to the information at the bottom, finishing with the web address. Unfortunately, my other reviewer, who was my old ICT teacher from

Year 8, saw this design and said that it wouldn't appeal to the target audience because it wasn't slick or modern or sophisticated enough. So I decided to try again and did this new design using a close up of the sails and no countryside.

Box



The box with the free long-life light bulb was a gift for guests at the launch party, not for a particular age group, but for adults of different ages. When I tested the prototype for my first design I found that I had designed some of the tabs in the wrong places and where to glue too. I corrected these mistakes and tested the net again. When it was right I added the design on a different layer. I made two designs, one plain and one with daisies like the website banner. My reviewers preferred the

plain design so for evidence of the assembled box I took the photos of that one. Compared with the light bulb boxes I looked at in the supermarket when I was doing my visual research, I think my design is much more eye-catching and the colours tell you at once that it's energy saving and eco- friendly.

Web page



The banner for the web page was easy to make because I had already designed the logo and decided on the fonts I wanted to use and found the daisy texture for the other products. The SPB only asked for one page with 4 original photos, but because I wanted to use crops so that visitors couldn't see what the picture was about and would be tempted to click to find out more, I made extra pages for the uncropped pictures.

In the end I also copied and pasted information I found on other websites when I was doing research at the start of the project onto the pages, so it ended up being a mini website, not one page. I took the light bulb picture for the assembled box task and used it in a different way. The only new photo was a neighbour's recycling box. I found that each product I designed could reuse graphics and ideas from the one before and that this helped give all the products a common visual identity and theme. My ICT teacher thought the original background colour for the pages was too bright, so I changed it to a paler green that's easier on the eye. When my Geography teacher tested the site she found that some of the links were broken so I had to mend them, but she liked the pictures and the ideas. I found it confusing when I saved this mini site inside my eportfolio website and it took me almost one whole lesson to get it sorted. I also had feedback about the headings on the graphic product pages – they weren't displaying properly in different browsers. I solved this problem by making them graphics.

3. My performance

I worked really hard in this project. I enjoyed it more than doing database reports because I would like to do graphics or multimedia at college, so I was very motivated even when things went wrong. Because I have already done Units 1 and 2 it was a bit easier this time to do the project planning, but I still found it the most difficult thing for me. I also found it easier to do the website and eportfolio because I'd had plenty of experience in the other units. There were problems, but they didn't take so long to put right. I think I was quite organised because I used filenames that were easy to find when I needed them. Also I kept my work in the right folders and I used all the checklists and mark alerts in the SPB to make sure that I hadn't forgotten anything.

Because this SPB is testing my skills as a graphic designer I thought the look of the eportfolio should be part of that. When I was doing my visual research I found this quote on the University of Arizona art School site and I tried to follow their advice.

***“Presentation is everything.** Presentation of work in an art portfolio has always been just as important as the actual pieces themselves. This method of showing work remains true even in today's bustling ePortfolio world, where pieces are shown not in the traditional book format, but on the computer.”*

<http://uanews.org/cgi-bin/WebObjects/UANews.woa/wa/ArtsStoryDetails?ArticleID=10491>

I looked at these two examples of eportfolios from their site and I tried to go for a simple, modern style with a plain white background for my own eportfolio.

<http://eportfolio.cfa.arizona.edu/cover.php?portid=236>

<http://eportfolio.cfa.arizona.edu/cover.php?portid=89>

I think that the work I have done on this unit will help me with my presentation and eportfolios in future and with the layout of other work.