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PREFACE PORTFOLIO

Link to my portfolio on web:

https://www.stockmanndesign.no/myportfolio/index.html

This portfolio report (pdf-version) includes all my course assignments from my third semester as a Graphic Design student. These assignments include work within HTML and CSS, logo and visual identity, folded leaflet, product advertising and practice of photography. I have not included my learning activities for this semester in this report, but these can be seen at:

https://maritstockmann.wordpress.com/

My Portfolio should reflect me as a designer and my own personal touch, but I still have a way to go before I have found what specifically characterizes my style. I see that I prefer a simple design where I maintain structure, neat lines, shapes and selected use of colors, and I think I have accomplished this in the portfolio.

The report design is the same as for the portfolio from the first and second semester. I changed the color combination to a pink and grey version with white space, which will not take focus from the assignments to be presented.

I chose on the front page of the report the font Bebas Neue, the same as used on the website, this to put the theme together with fonts colors, my painting and which can be seen through the palm mask used on the front page of the report, and on the website. I have used simple and clean typefaces that I think fit together; Bebas Neue, Futura, Roboto, Calluna and Adobe Caslon Pro.

My portfolio from this third semester is a combination of this report and an interactive web site online. This report is an A4 portrait document with facing pages, and the interactive version, coded by me in HTML & CSS, is based on inspiration from CA01. My hope is that both portfolios are well organized and easy to navigate.

I have in this portfolio made some changes to my previously delivered course assignments, described at the end of each presentation of the assignments, and I present the sources for all the assignments in a separate chapter at the end. My Nikon, Photoshop, InDesign, Illustrator and Dreamweaver are used for the assignments.

Marit Stockmann

Visual Artist &
Graphic Design Student

CA01 INTERACTIVE WEBSITE

Preface

For most people, web design is the visual that meets them when they visit a website. Good web design is much more than what you just see. It is all about using elements, text, images, colors and much more.

Design and development of new web pages can be done by using templates or code the web page from scratch using HTML and CSS. In this assignment, I designed and coded "The Nobel Prize" webpage from scratch by using HTML and CSS.

Changes

II got useful feedback on the work I did with the website, and I see that the proposals for changes make a difference. Changes I have made are to make the infographic icons slightly smaller, and dividing the text on all subpages into columns to increase readability.

Below is a link to both the old and the new web pages. In the chapter "CA01 - Changes" you can read more about the changes.

Link: New website   https://www.stockmanndesign.no/nobelprize_ny/index.html
        Old website   https://www.stockmanndesign.no/nobelprize_old/index.html

New website: Old website:

CA01 REPORT

Introduction

The Nobel Prize is a set of annual international awards bestowed in several categories by Swedish and Norwegian institutions in recognition of academic, cultural, or scientific advances. In this assignment I should create an interactive website that gives a quick overview of all the categories and the latest winners of the Nobel Prize.

For the website, there should be an interactive infographic that navigated to more information about each category and the winners. Information on the site should be simple and in infographic style to make it easy to read and hold the attention of the audience. The site also had to adapt to all screen types.

For me, this has been a difficult, interesting, exciting and very educational task with challenges, a lot of ups and downs and finally a website

Interpretation of the task

This report describes the research and work process for CA01 – Interactive website. The purpose of this assignment is to create an interactive website that gives a quick overview of all the categories and the latest winners of the Nobel Prize.

The assignment specified that for the homepage, I had to create an interactive infographic that navigates to more information on each category and the winners. It is also important to keep all information on the website simple and in the infographic style, to make it easy to read and keep the attention of the audience.

I have chosen to solve this problem through a lot of internet research on websites, use of colors, design trends, infographic, how to create website, and not least learn how to practically solve the problem through what we have learned in the modules and through In Learning courses.

Strategic Design

I Before I dive into on the web design task, I do some strategic elaboration around the following points:
- Communication with the target group
- Visitors to the website should quickly find what they are looking for
- I should have a strategy - think strategically - and strategy is about common sense
- Organize the website - it should look good and all logical information should "stand out"
- Free of unnecessary content
- The website should be easy to use
- The design must have a purpose
- I ask myself when designing; what, how and why

I also use the steps under for helping to implement a strategic aspect to the web design:

1. Establish a goal
   The aim of this website is to provide information about the various Nobel Prizes in an easy and clear way, using infographic. The website should be easy to read and the visitors should quickly find the information they are looking for.

2. Target audience
   The target audience is people in all ages who is interest in The Nobel Prize.

3. What is your brand's image?
   What is The Nobel Prize's image, and what is special with The Nobel Prize's? Well The Nobel Prize is an organization for the greatest benefit to humankind, and some keywords are; Heritage and history, solid, the best, winner, fair, trustworthy – and great integrity and credibility.

4. Solve the problem
   I take the steps above and start doing the task with the poster and the website.

Further work after the website is "on the air", and the next phase:

1. Measure my results

2. Always look for little improvements

After I went through the strategic thoughts, I chose to create a design that plays with infographic, colors and fonts in a flat design..

Target audience

The target group is people in all ages who are interested in information about The Nobel Prize and winners of the various categories.

I focused on:

- Unique design
- Usability
- Infographic and content
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

Research and work process

Creative methods and research

Creative methods, research and work process start by go through the brief in the task and check out what I must keep in mind when designing the website. Then research on colors and font variants with The Nobel Prizes' brand image in mind, inspiration, and trends for designing websites in 2020/2021. The website of the design agency that has created the current brand for The Nobel Prize was for both inspiration and help.

I focused on the strategic points and how to create a simple – usability – useful content, good colors & typography, and clean and consist visual design.

I first did a research for different websites. For the web design, the InLearning course gave me the "how to do" and helped me with some of the problems that I had to solve.

The web design should have an infographic on the homepage that gives a quick overview of all the categories, and I did a research on icon for the purpose, but ended up creating my own icons in Illustrator after variations I found by searching.

I had an idea what the website should look like before I sketched the wireframe. For the color selection process, I had the original "Nobel Prize-website" in mind but tried to think a little new.

I also got good help during the process with the website from various courses in InLearning, and from the modules from the NOROFF study.

Color Adobe is used, both for inspiration color code and to check if color choices match.

Inspiration methods

For inspiration, I researched a lot on the internet for relevant products, images, colors and fonts. I thought it was interesting and I used moodboard to record impressions and good ideas. I also made a summary of various inspirational blogs for webdesign for 2020/2021, to understand more about the trends coming this year in the field. I have looked at this summary when it comes to design, fonts, use of images and colors for development of design of the website - but also followed my own vibes.

Photos of moodboard (chapter 2.5) with inspiration design for layout, backgrounds, colors and fonts and websites.

Analysis

In the survey above, the focus was on designing a website for the "Nobel Prize" with infographics. I focused on how I could meet the target audience with my design of the website. It is important to choose the style, image/drawing, fonts, colors, and layout that triggers the audience as intended.

When it comes to competitors for the Nobel Prize website, there are not that many. I comment on some below:

Wikipedia which provides good and precise information about Alfred Nobel, the different categories and what one needs to know about the Nobel Prizes. https://no.wikipedia.org/wiki/Alfred_Nobel

The Nobel Peace Prize, the Nobel Prize Institute in Norway, has its own website with information about Alfred Nobel and the Peace Prize. Here is information about Alfred Nobel and the the work to the Nobel committee «The adjudication needed for the award of the Peace Prize shall be carried out by the committee of the Norwegian Storting referred to in the will, known as the Norwegian Nobel Committee». (Statutes of the Nobel Foundation, § 6) and the Nobel Institute "For assistance with the scrutiny necessary for the prize adjudication and for promoting the objectives of the Foundation in other ways, the prize-awarding bodies may establish Nobel Institutes." (Statutes of the Nobel Foundation, § 12). https://www.nobelpeaceprize.org/

Nobel Peace Center is a Norwegian foundation, established by decision of the Storting in 2000 and opened in 2005. The Nobel Peace Center is the museum for the Nobel Peace Prize and disseminates knowledge about the Nobel Peace Prize, Alfred Nobel, and the peace prize winners and their work through permanent and changing exhibitions. The museum has become known as an important exhibition space for documentary photography and in recent years has become an arena for current debates and conversations about war, peace and conflict resolution. The website give information about prizez and Alfred Nobel. https://www.nobelpeacecenter.org/

The biggest challenge when launching a new website and entering the market together with the pages that are already up and running is to market a new product. Get into the mind of the target audience and become a chosen "provider" of information. That the visitor quickly find what they are looking for. The product itself, here "The Nobel Prize", the product name and how the brand is presented is very important.

But there are more and more websites that provide good information, and whether this website should be the one chosen as an information channel depends on the website being presented in an interesting and exciting way. The market is always such that new websites come, some become success while others disappear.
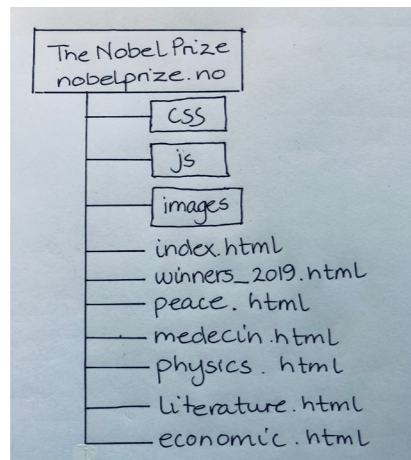
When analyzing these three web pages, I see that they all have a lot of information to consider as visitors to the web pages. I think the key here is a stylish, simple website with as little information as possible.

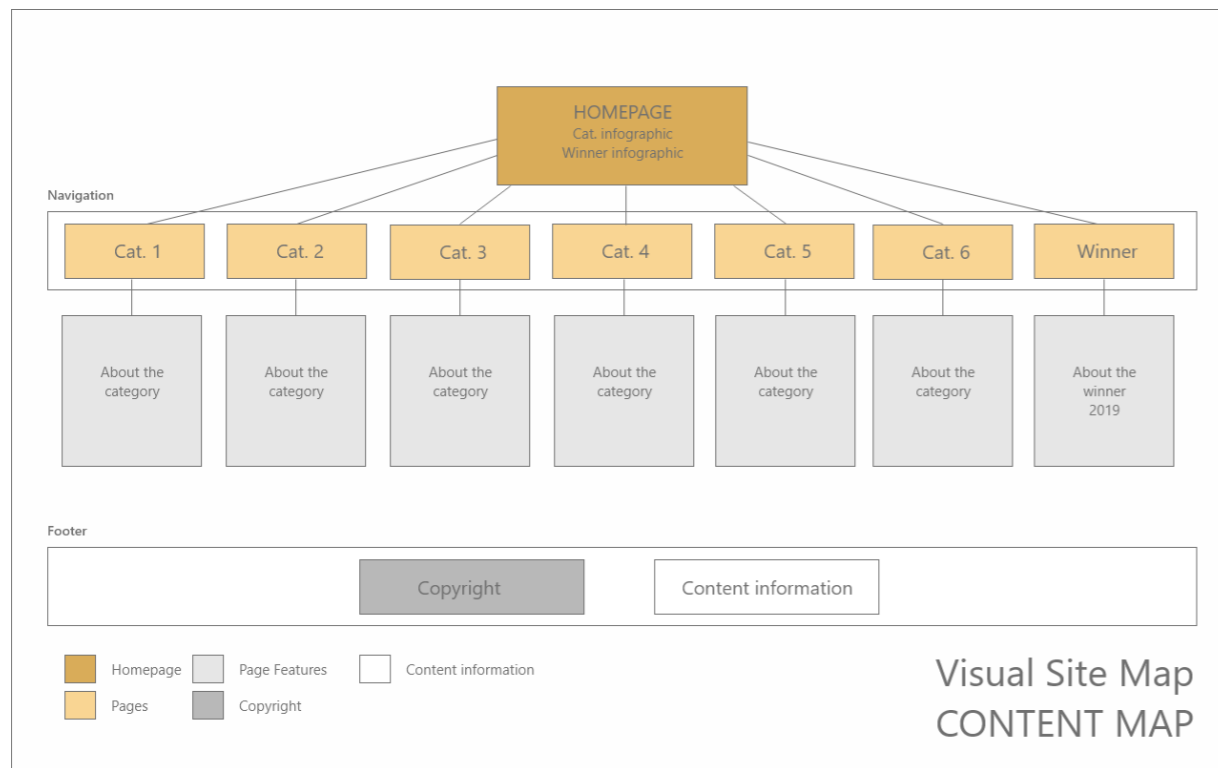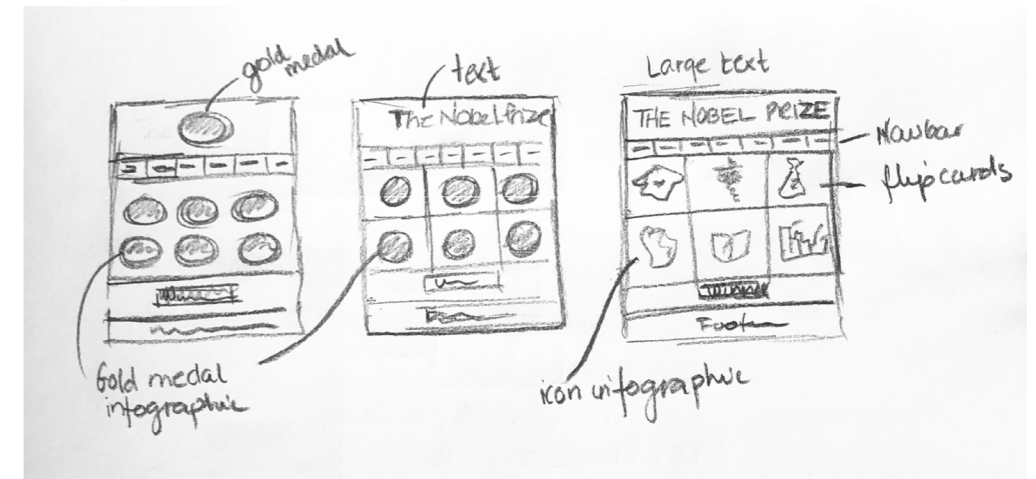Some pictures from competitor's website:

Sketches

Sketching process on paper, the website structure:

Digital sketching process, the content map for the website:
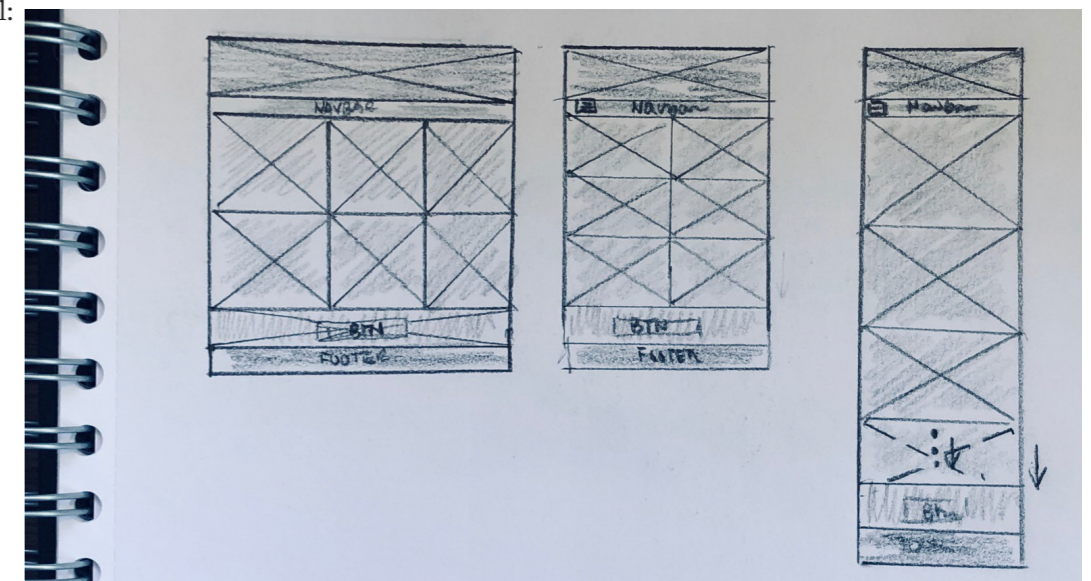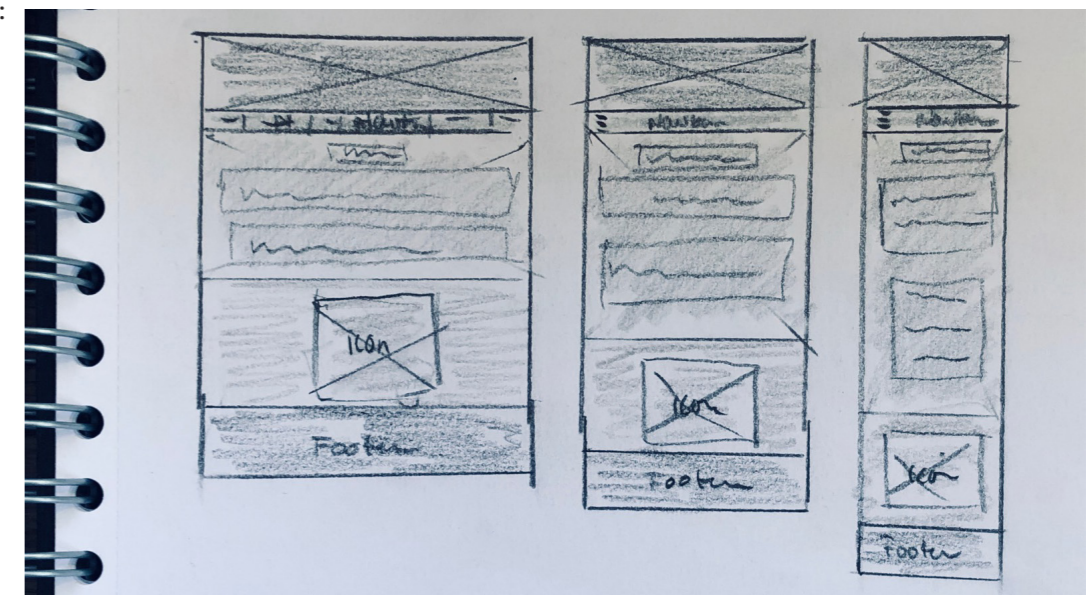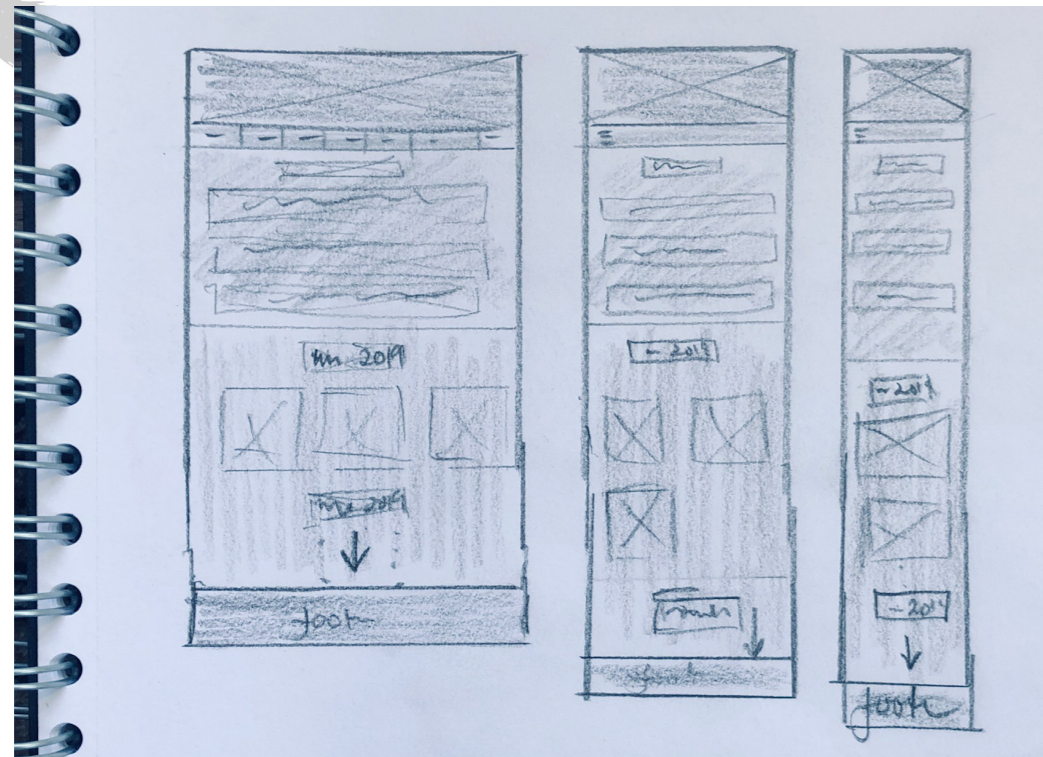

Sketching process on paper, design:

Sketching process on paper, wireframe:
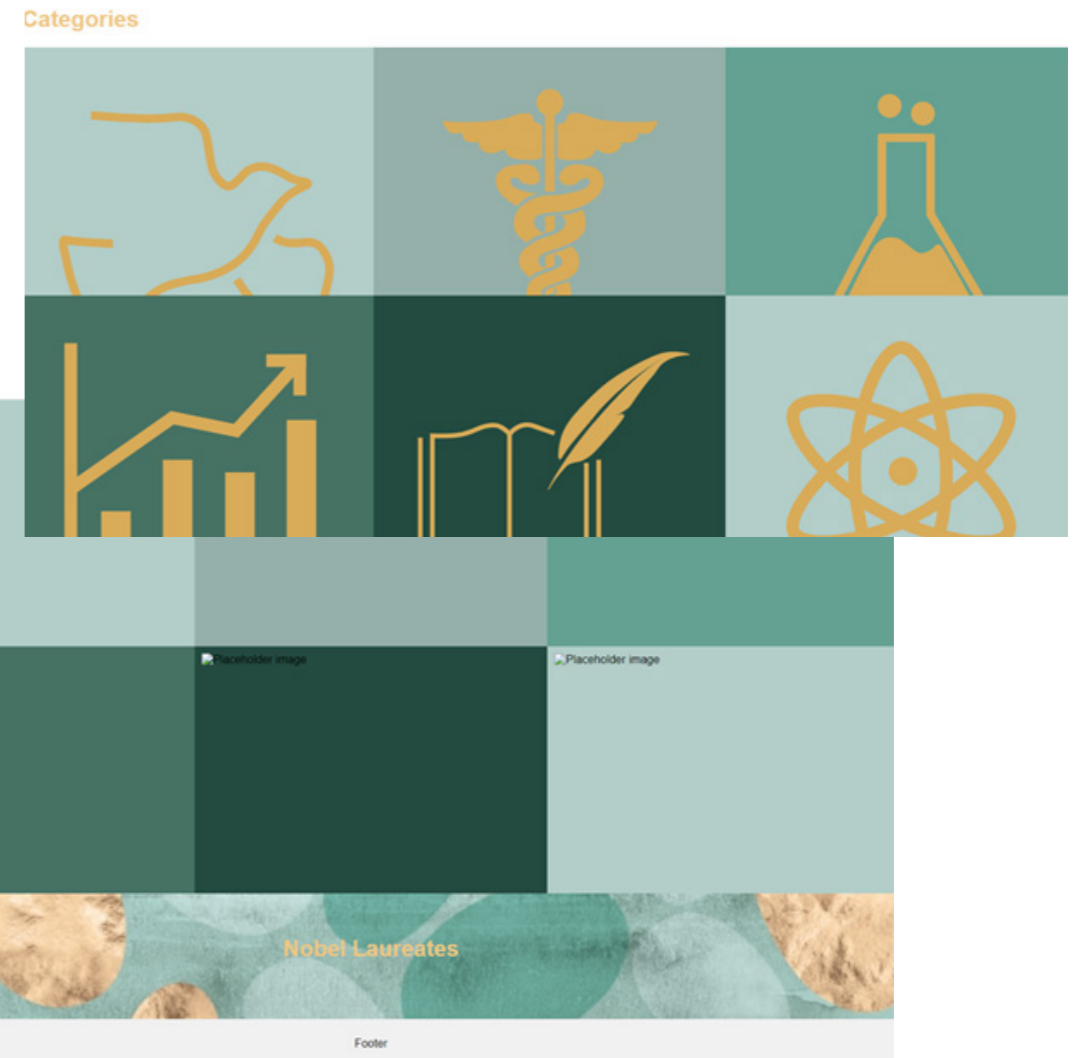
index.html:

"cat".html:

winner_2019w.html:

Digital sketching process, for the website
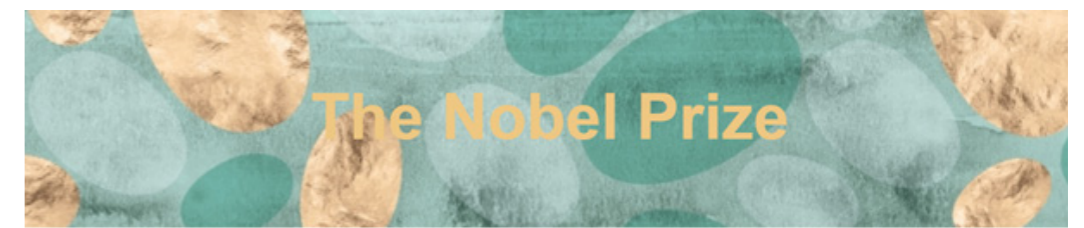
I worked with 3-4 different color combinations; turquoise, coral, purple and gray / black. I finally chose the gray / black variant, but I still give some examples of the others in the digital sketching process:

Digital process website, continue:
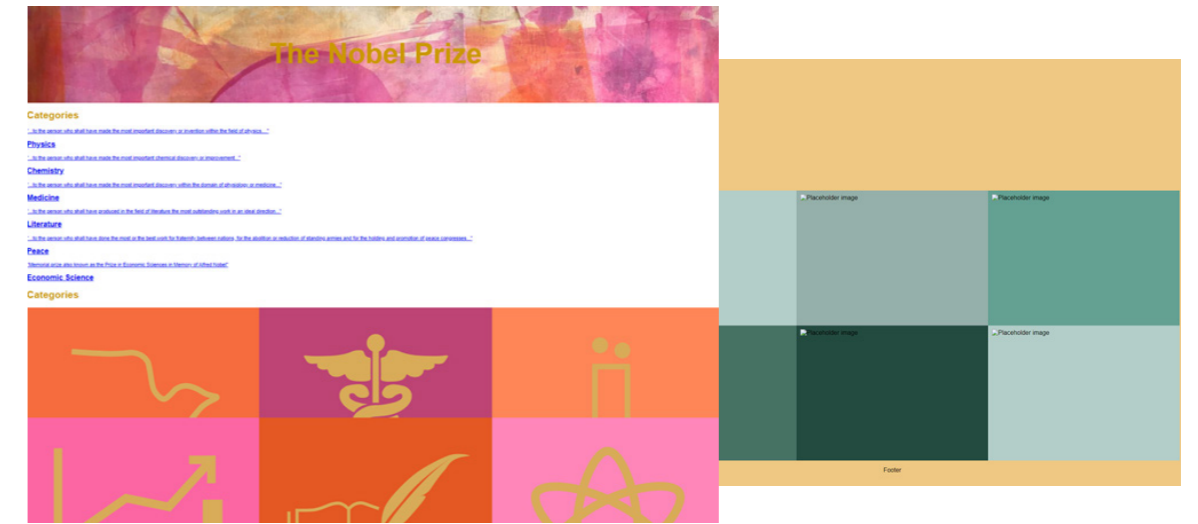
Digital process website, continue:

Working with flipcard:

Digital process website, continue:
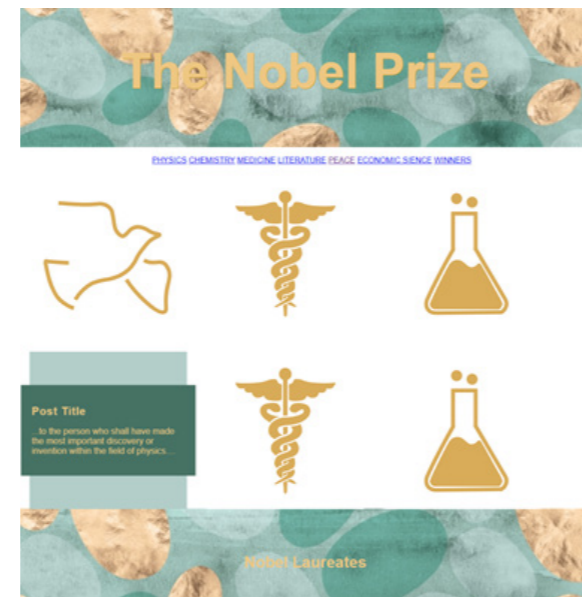
Change flip-
card
variant:

Responsive flipcard and website:

Digital process website, continue, work with the color & responsive website:

Digital process website, continue:

Digital process website, continue:

Digital process website, continue:
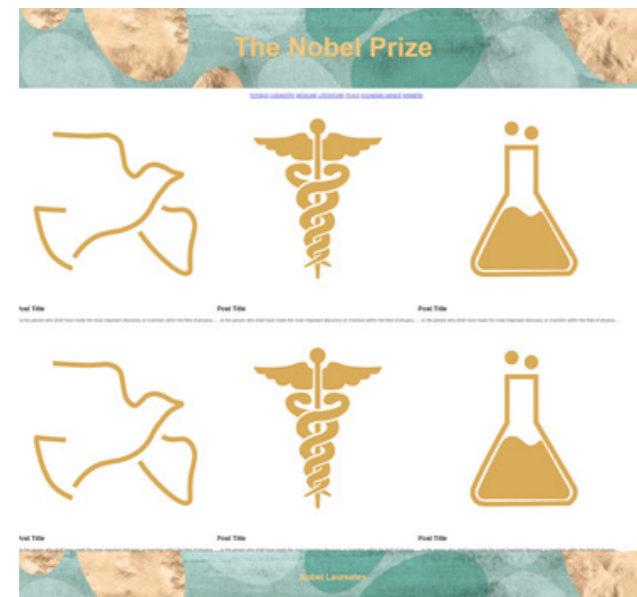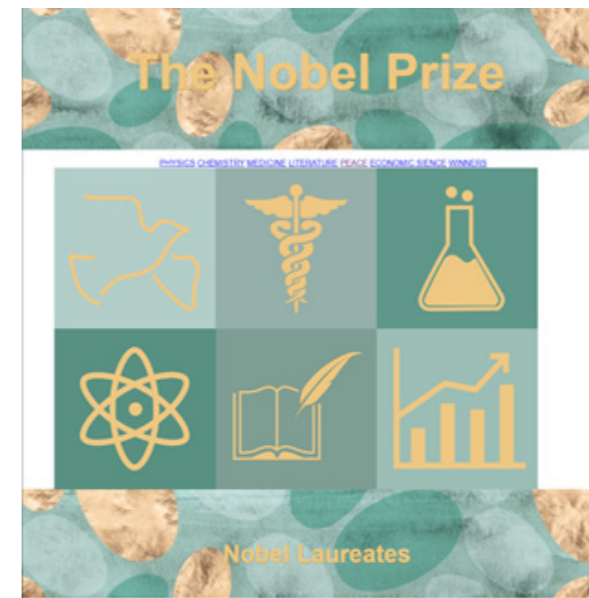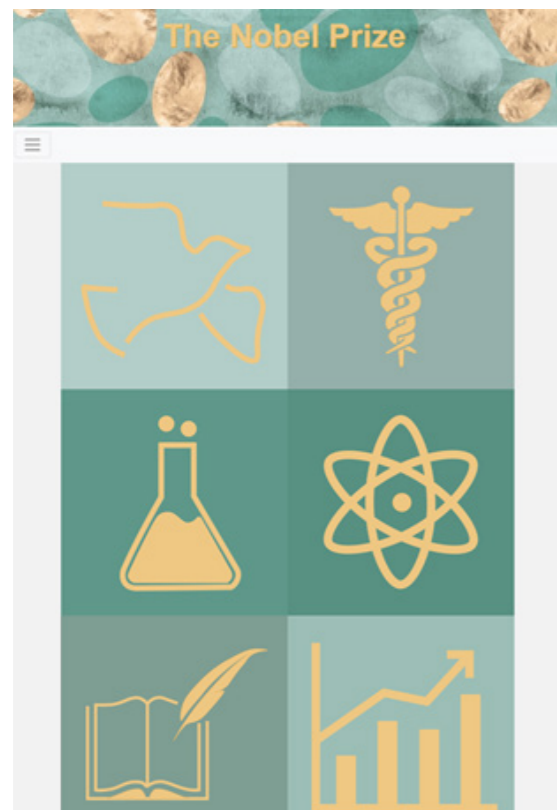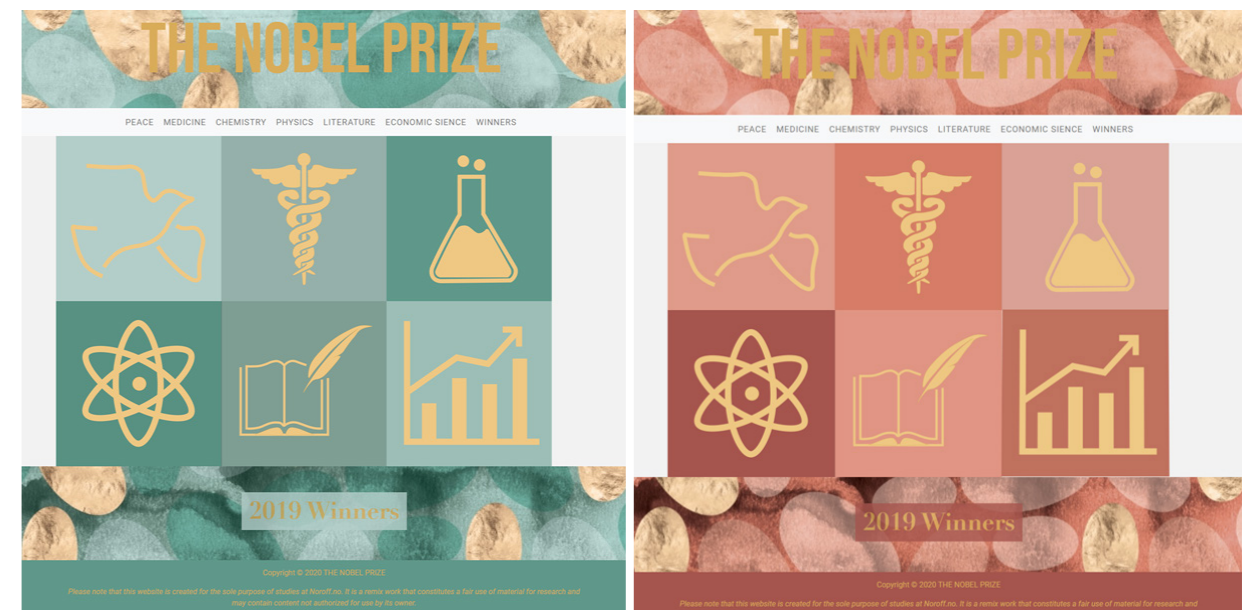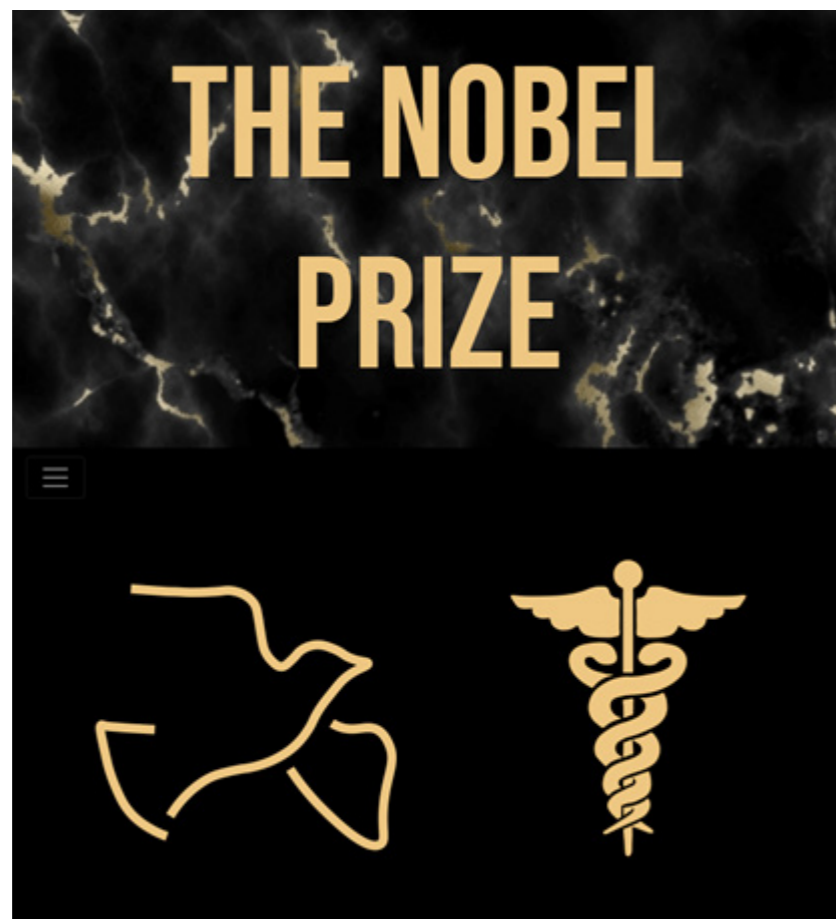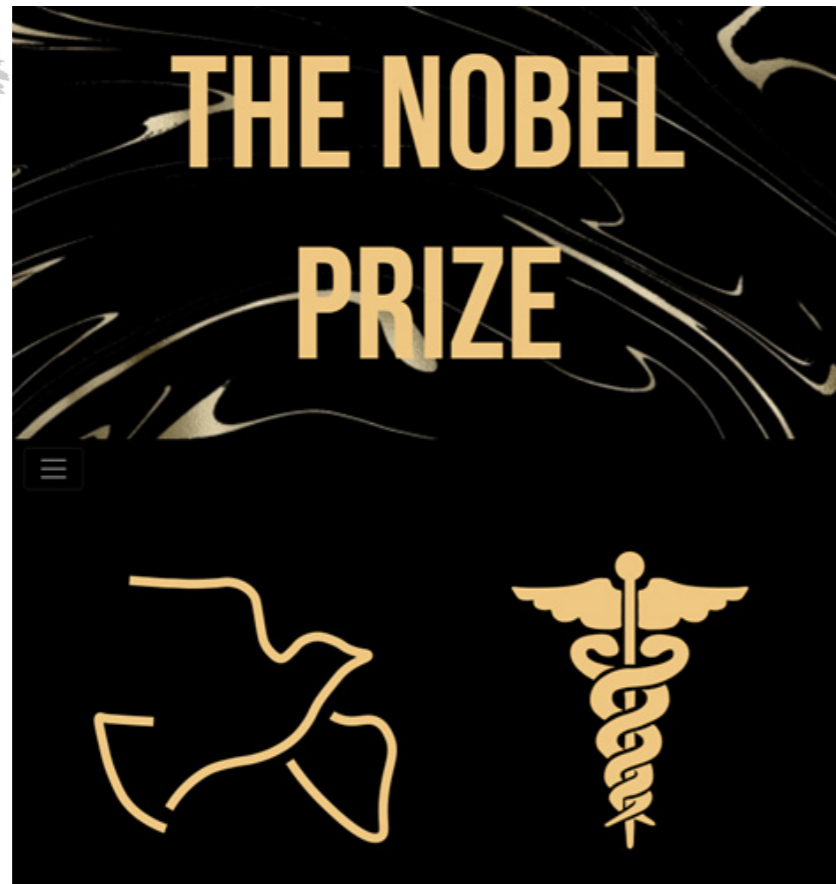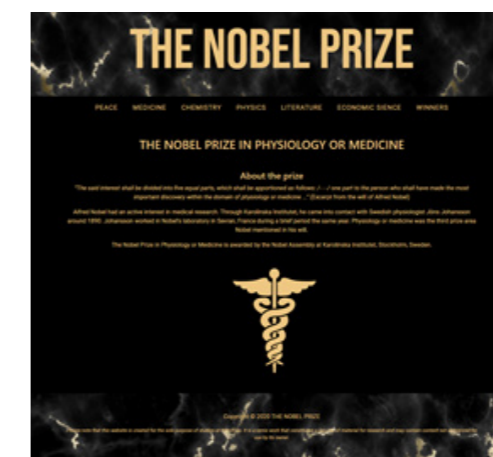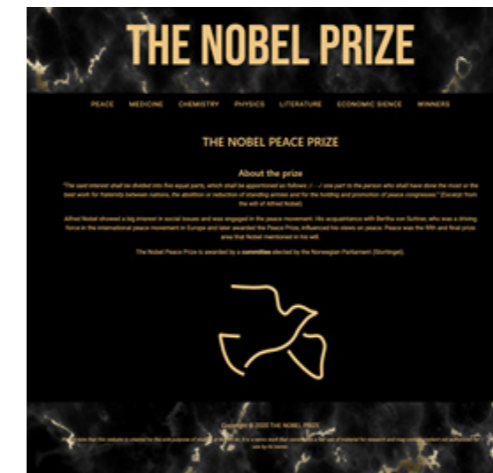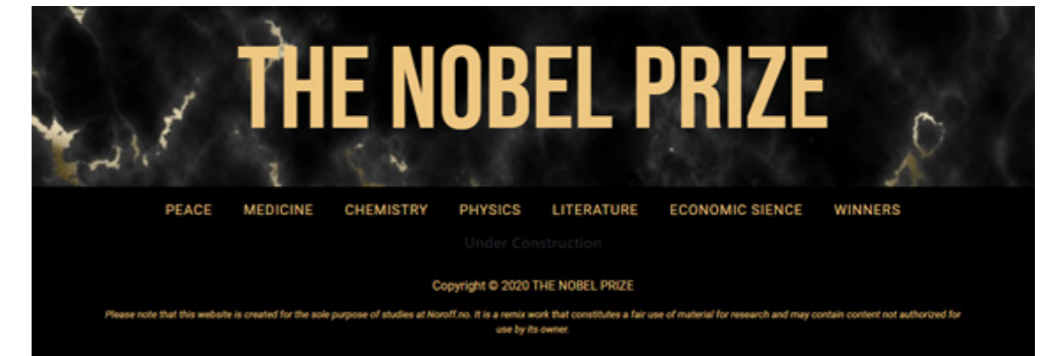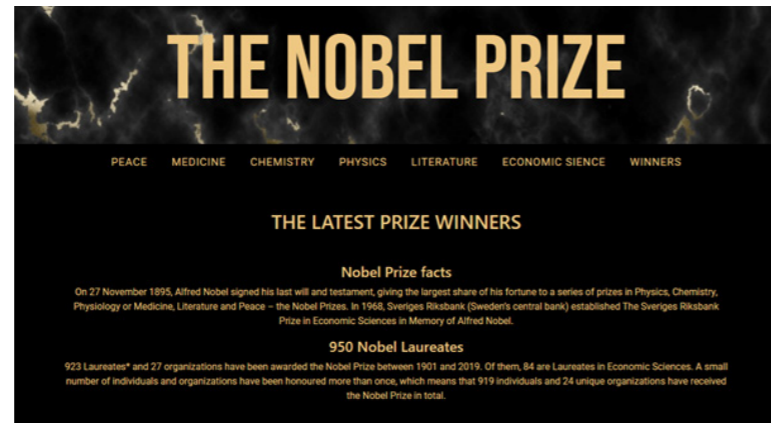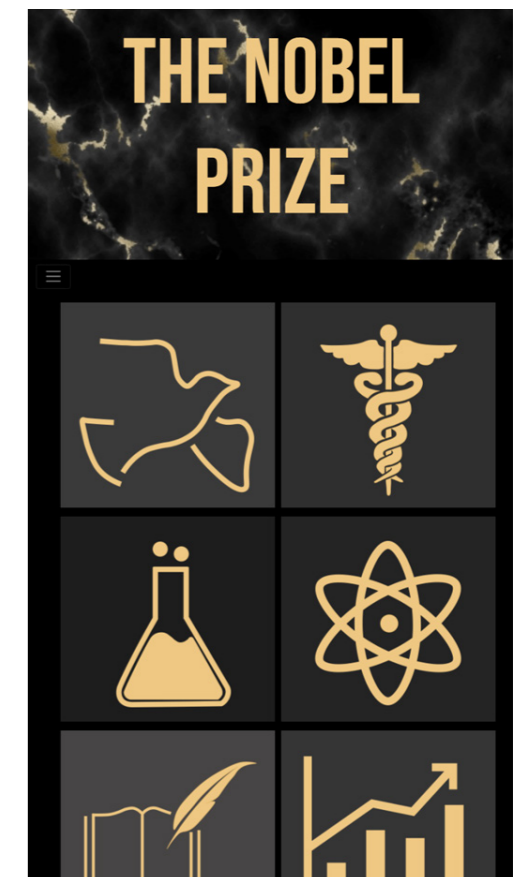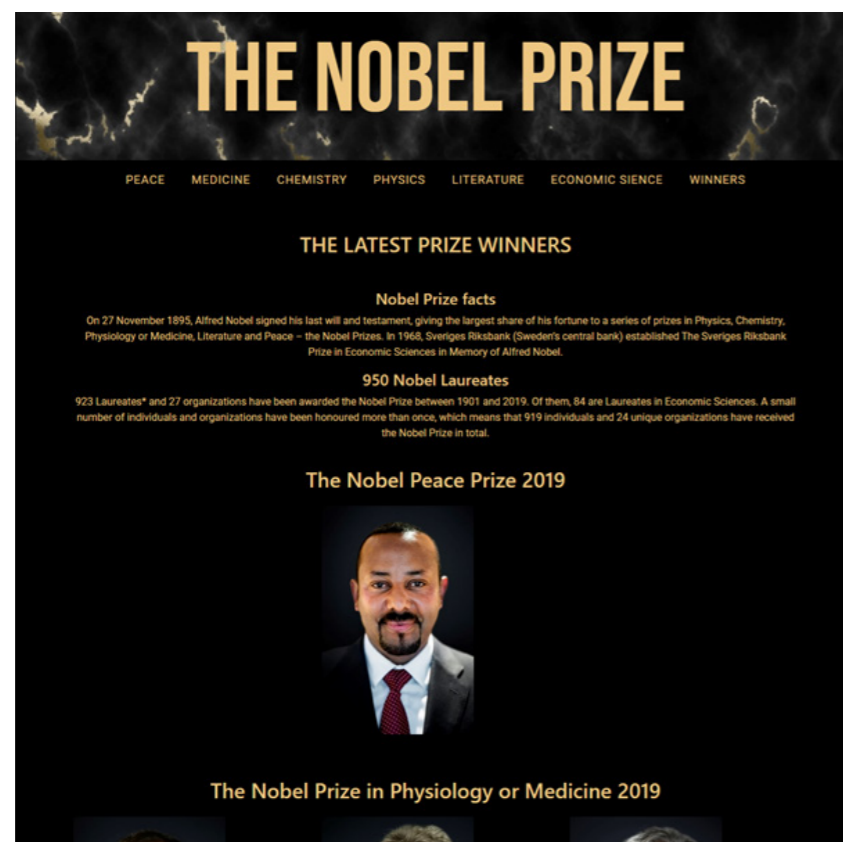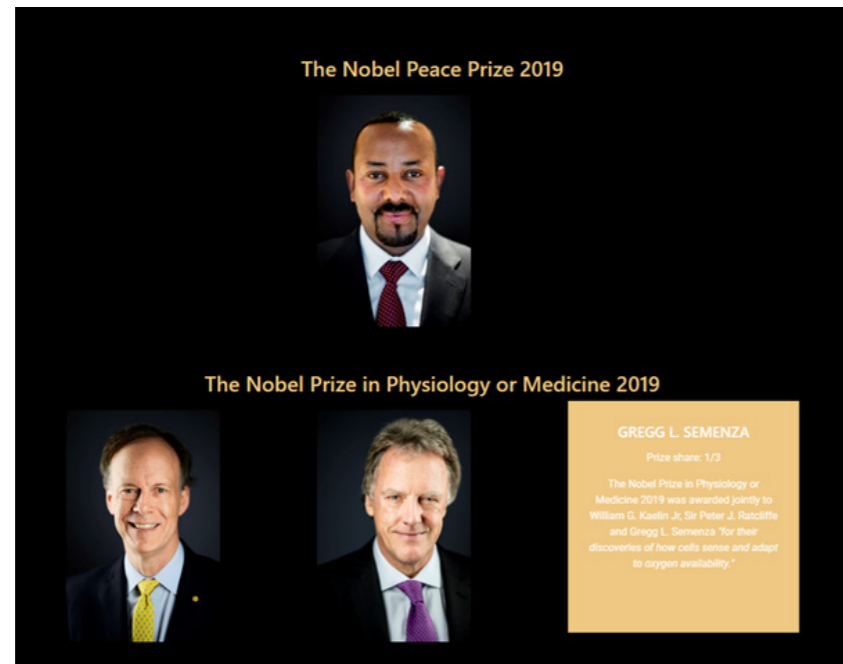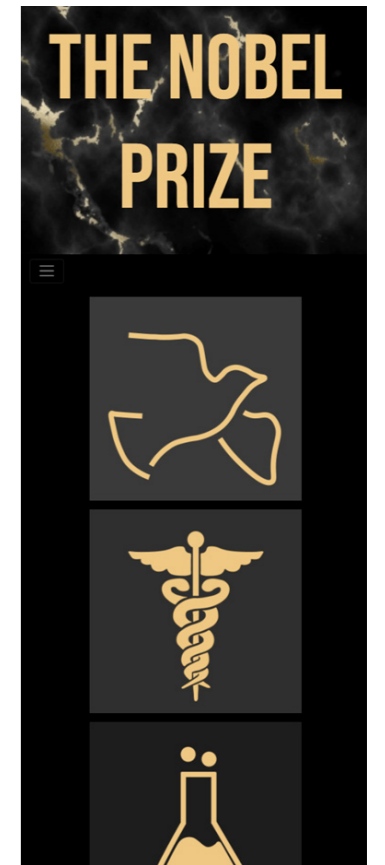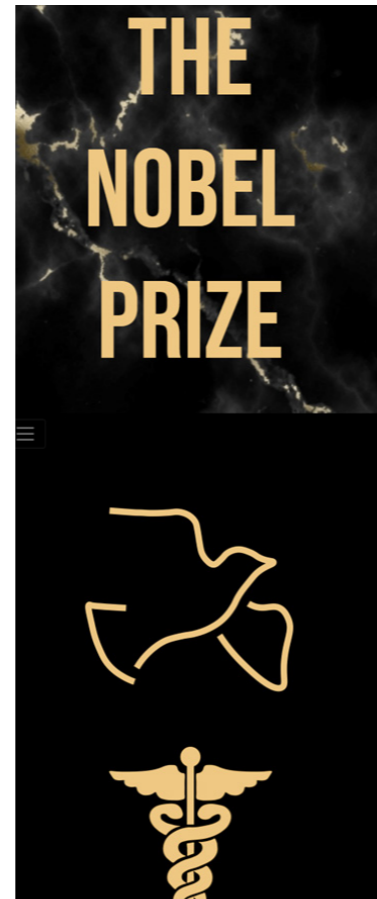

Digital process website, continue:

Digital process website, continue:

Design

When it comes to the design, style, typography, colors and composition/layout for this assignment I wanted to design a website that is stylish, simple and solid, without unnecessary content. The website should be easy to read with great credibility, and the visitors should quickly find the information they are looking for.

The purpose with the website is to give information, and I will use infographic to get an interesting look. It is important with a good organization, so after the website structure was in place, I made myself a Visual Site Map for the website (ref. 2.4 Sketches)

I repeat here some of my focus points, which are previously mentioned under 1.2 Strategic Design:

• Unique design
• Usability
• Infographic and content
• Clean and consist visual design
• Colors
• Typography
• Keep it simple
• Get inside the head of the target audience

The website should give a solid, trustworthy and serious impression, and here a interesting look with use of infographic. Colors and font choices should help to enhance the desired expression

Below picture of website:

Style/genre

I had the strategic focus points above in mind when it comes to style, and I think the style should ensure simplicity and have focus on usability. Useful content, good colors & typography, and clean and consistent visual design was important for the website.

When I started researching Google for various websites, and gathering inspiration from many images, typography, colors, there were some images that stuck in my head, and that I kept coming back to when it came to background and use of color. The images below were with me in the following process, and I buy them for use when I designed the Nobel Prize website.
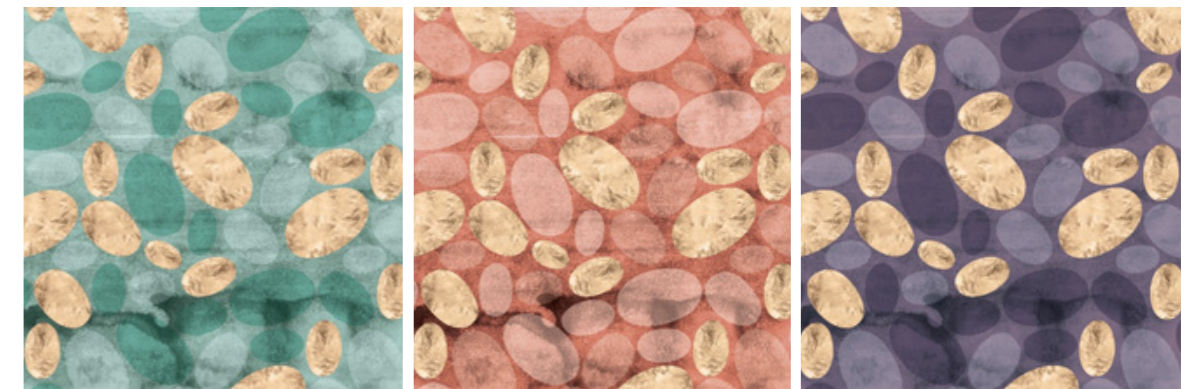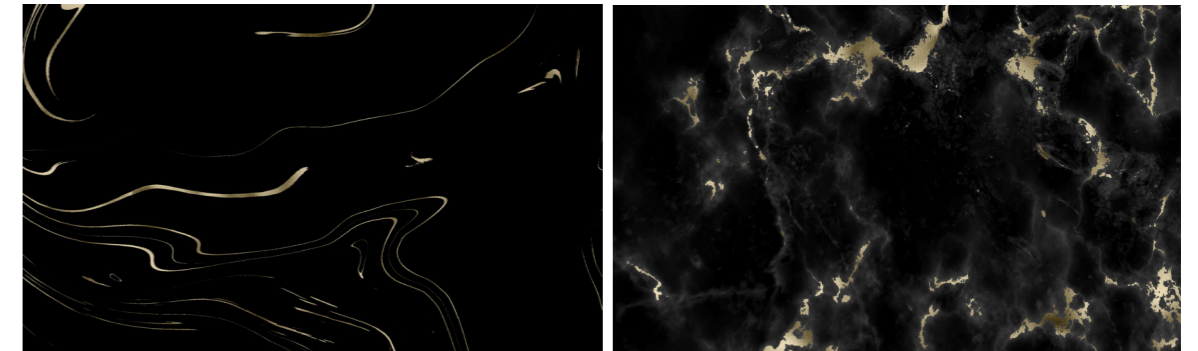
I ended up with a dark mode and a classic and delicate style for the website, after testing out the different color variations and backgrounds I had at the start of the project. The chosen design was developed through sketches and testing of different layouts in Illustrator. Ref. chapter: 2.4 Sketch.

Web design research and the InLearning course were useful for examples of content on what to include and what to exclude. I had an idea of what the site should look like before I drew the sketches and the wire frame. For the color style and I had all four colors (picture above), in combination with gold in the process. Only when all the code and infographics were in place did I select the one I thought gave the right expression for the website of "The Nobel Prize".

After researching the internet for trends for 2020, what's new and not least what I like, I noticed that there were several articles that have dark mode as relevant at the time and large clear fonts in the header. (Source: Design trends 2020/21)

The style is stylish, simple and solid, without unnecessary content, and I think this style is suitable for the whole target group, who are people who are interested in information about The Nobel Prize.

In the design process I created infographic for use on the website in Illustrator. I used "Nobel - icons" I found on Internet, put each of them in different draft layers in the illustrator, in desired size, and drew my own icon that I could use as I wished.
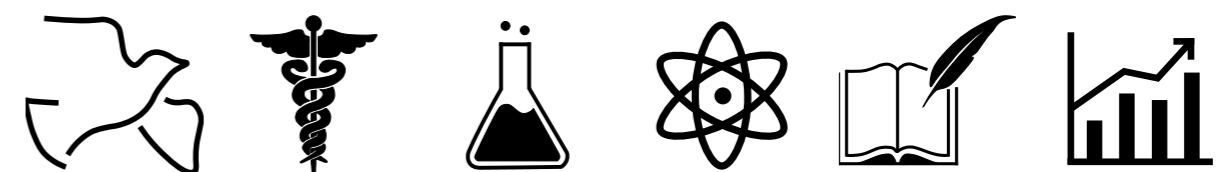
Typography

Before choosing the font for my design, I did some research on what was used on the original "The Nobel Prize" website and contacted the organization. They sent me a link by email to those who designed the website for "The Nobel Prize". An Alfred font has been created for the purpose, and it is simple and elegant. I decided to find my own variant, that give the same expression.

I picked out different variants for testing for both heading, navbar, footer and text for the website:

Modern MT Display	Didot	Proxima Nova	Bebas Neue
Biennale	Brandon Grotesque	Playfair Display	Fjalla One
Proxima Nova	Roboto	Futura	Oswald

I put these fonts together for the website, all from Adobe:

Heading: Bebas Neue
Navbar, footer and text: Roboto, Proxima Nova and Didot

BEBAS NEUE

Proxima Nova

Didot

Roboto

I think these work well together on the website:

Here follows a short description of the selected font types:
(Source: Font inspiration)

Bebas Neue
Bebas Neue is a sans serif font family based on the original Bebas Neue free font by Ryoichi Tsunekawa. It has grown in popularity and become something like the "Helvetica of the free fonts".

Now the family has four new members – Thin, Light, Book, and Regular – added by Fontfabric Type Foundry.

The new weights stay true to the style and grace of Bebas with the familiar **clean lines, elegant shapes**, a blend of technical straightforwardness and simple warmth which make it uniformly proper for web, print, commerce and art. Originally designed by Ryoichi Tsunekawa, Flat-It Type Foundry.

Didot
Didot is a group of typefaces named after the famous French printing and type producing Didot family. The classification is known as modern, or Didone.

The Didot family were active as designers for about 100 years in the 18th and 19th centuries. They were printers, publishers, typeface designers, inventors and intellectuals. Around 1800 the Didot family owned the most important print shop and font foundry in France. Pierre Didot, the printer, published a document with the typefaces of his brother, Firmin Didot, the typeface designer. The strong clear forms of this alphabet display objective, rational characteristics and are representative of the time and philosophy of the Enlightenment. Adrian Frutiger's Didot is a sensitive interpretation of the French Modern Face Didot. Another model for this design is the Henriade, an historical printing of the original Didot from 1818. The font Didot gives text a classic and elegant feel.

Proxima Nova Mark Simonson founded his studio specializing in lettering and typography in 2000. He had started out as a graphic designer and illustrator in 1976 working as an art director for a number of magazines as well as Minnesota Public Radio. Mark started licensing fonts to FontHaus in 1992 and now has over 100 fonts on the market.

The Proxima Nova family is a complete reworking of Proxima Sans (1994). The original six fonts (three weights with italics) have been expanded to 42 full-featured OpenType fonts. There are three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed. Each width consists of 14 fonts--seven weights with matching italics.

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Roboto
Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. Roboto is available via an open source license.

Example:

Babas Neue: # THE NOBEL PRIZE

Didot: ## 2019 Winners

Proxima Nova **PEACE**
Roboto: **Copyright**

Colors

When it comes to the selection of colors for the design, I wanted the design to give a sophisticated and elegant expression. And when it came to the color inspiration research part, it was a some picture that inspired me - perfect for the purpose of designing the website. Varieties with turquoise, coral, purple and grey/black with gold. The gray/black combination was the best variant for a sophisticated and elegant expression, the other colors were too delicate and often a bit feminine. Shows some examples below..

Colors war one of my focus points, previously mentioned under 1.2 Strategic Design:

- Unique design
- Usability
- An interesting and useful content
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

The chosen colors giving the website a sophisticated and elegant expression:

It was important to work a lot with the colors, and different varieties of colors to find the very best combination. I used Color. Adobe to extract colors from images I would like to use on this website, to find good colors that matched, these combinations I saved Color.Adobe and and used further in Illustrator and Dreamweaver.

The bacground image, used on the finished website:
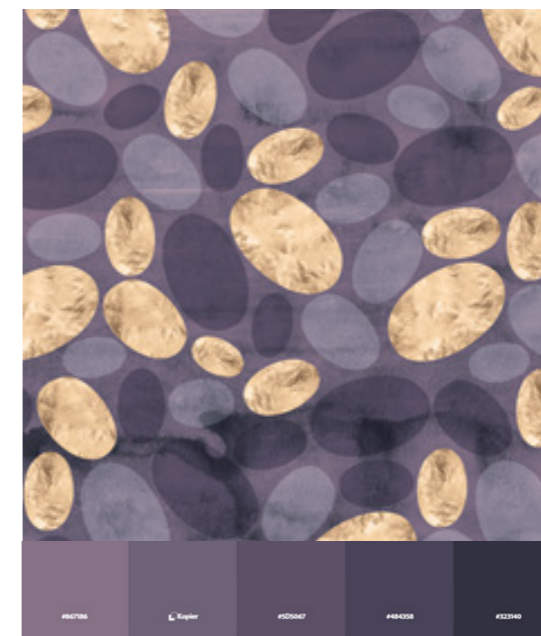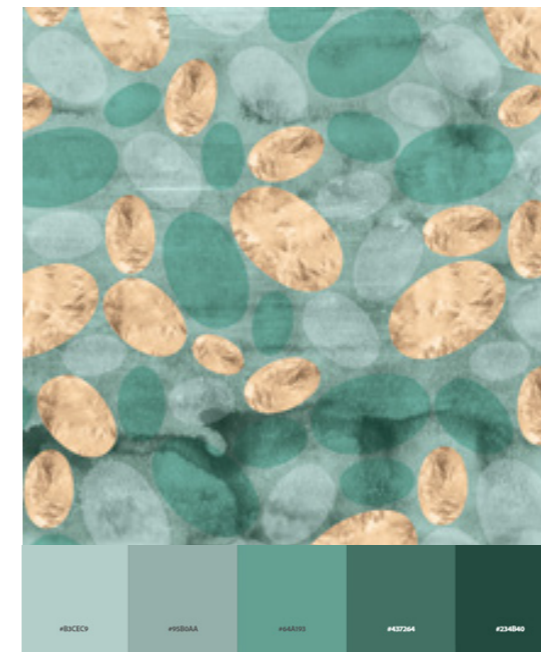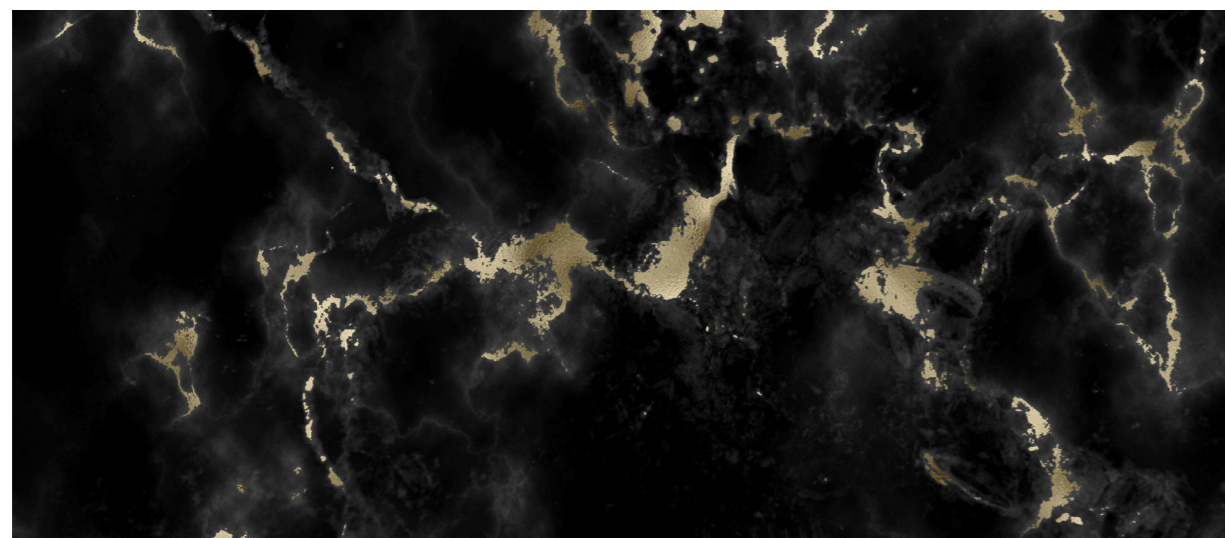
For these color combinations I also created index files and webpages, so I could see how the expression turned out. But it was the black who gave the expression I was looking for, a ophisticated and elegant expression.

These variants can be seen in the digital sketch section.

Composition, layout, grid

Through the development phase I focused on a good strategic design; unique design, infographic and useful content, clean and consist visual design, elegant and sophisticated colors, and simple and elegant typography and to keep it simple on the website. When it comes to the composition and layout, I wanted to design an eye-catching design, and a design that sticks in the memory of the target audience.

The purpose is to create a simple design, and only what is needed when it comes to composition, layout and content on the page.

When designing and developing a new website in 2020, I have to focus on a mobile friendly design, and a responsive design. I think the target audience of this website mostly will use mobile devices like tablets and mobile phones and I had this in mind from the first moment, and constantly checked my design during development on Responsinator.com.

It is all about getting the target audience interested in what is being presented, and have the reader wanting to read informasjonen som blir presentert on the website. Composition, layout and style, should be so good that the target group notices the design.

When designing the website, folder structure and sketches of wireframe on paper, building of the page structure was my first focus area; with a main page and seven sub-pages, one for each category, and one for the winners of 2019 (ref. Sketching section). All the web pages on this website got their own .html page, the main page got its own css file, while the subpages got a common css file. I first built the .html-main page together with the .css-file, with bootstrap navbars and buttons. After having a functional main page, it was copied into a sub-page, which I edited and adapted to the desired content.

Layout and composition are the same for all pages, with fixed menu at the top of the page. The menu collapses to a "burger-container menu" when the page is reduced to a width of 992 px.

Here is the composition is balanced with the use of sophisticated colors in black and gold, and infographic on the frontpage of the website. The infographic is in a gridsystem which is responsive on mobile devices. The text is elegant and simple, in a yellow-gold-variant, which together with the backgroundimage in the header and footer gives an exciting design.

The infographic boxes is in black with yellow-gold icon, and turn around when hover over. The backside is in yellow-gold and have a button for more info. They turns back when hover over next box.

I have kept grid in the layout so that it does not become a troubled expression. The colors are balanced between the background image in the header and the footer, and use of color in black and yellow-gold.

The category pages have an information section with text and the icon for the category displayed on the page.

The winner page has sections with winners for all categories, here I have used the same structure as on the front page, but the icon has been replaced with pictures of the various winners.

The footer was placed at the bottom of the page, centered. I think all elements in the website communicates well, and has a clear identity.
See the section for sketches, for more pictures. The website has been tested on:
http://www.responsinator.com/

Link for the first The Nobel Prize: https://www.stockmanndesign.no/nobelprize_old/index.html

Link for the second The Nobel Prize: https://www.stockmanndesign.no/nobelprize_ny/index.html

The finish website:
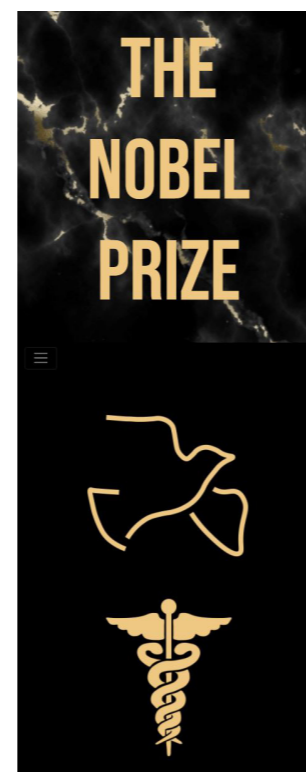
Mockup website

To visualize how the web pages will appear on PC and mobile devices I have created a mockup, where the website is displayed on the various devices.

Website - The Nobel Prize

New, with corrections: https://www.stockmanndesign.no/nobelprize_ny/index.html

Old: https://www.stockmanndesign.no/nobelprize_old/index.html

CA01 CHANGES

Feedback

Some of the feedback from the assignment says that (briefly retold): [... *The overall feel is clean and refined. The icons can go smaller and breaking the text up in columns will increase the readability and prevent the text from appearing too heavy. The interactive elements work well to support the design. Your pages scroll and loads well. You have implemented infographic elements, that are interactive, and it works smoothly. The font choice is clean and reads well. The styling supports the overall look you were attempting to achieve. The layout is simple and balanced. The text can be broken up in columns to prevent it from appearing too text heavy. The Winners page can also be crafted a little more.*

The images are clear and display well, and the style and execution is consistent throughout the site. The coding appears neat and without errors. The choice of color works well with the design, and your responsive implementation is successful. The navigation is straightforward, and all the links are working. My general feel is that Including a menu tab with shortcuts will improve navigation. Your report is thorough and well structured. ...] I totally agree!

Changes

The changes I have made are:
1. Make the infographic icons a little smaller
2. Breaking the text on all the subpages up in columns, to increase readability

New website with smaller infographic: https://www.stockmanndesign.no/nobelprize_ny/index.html
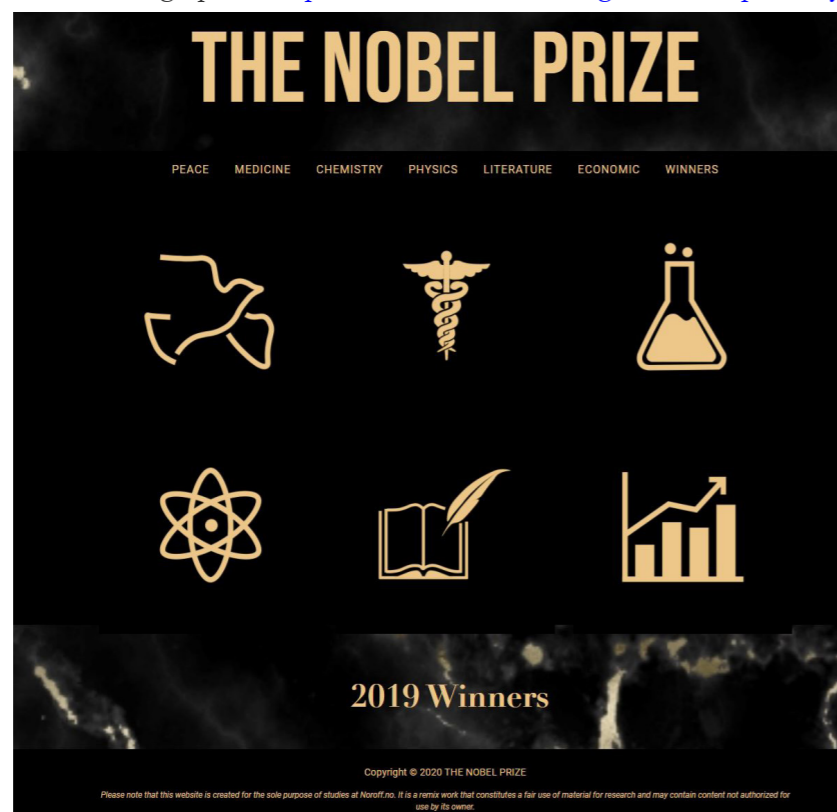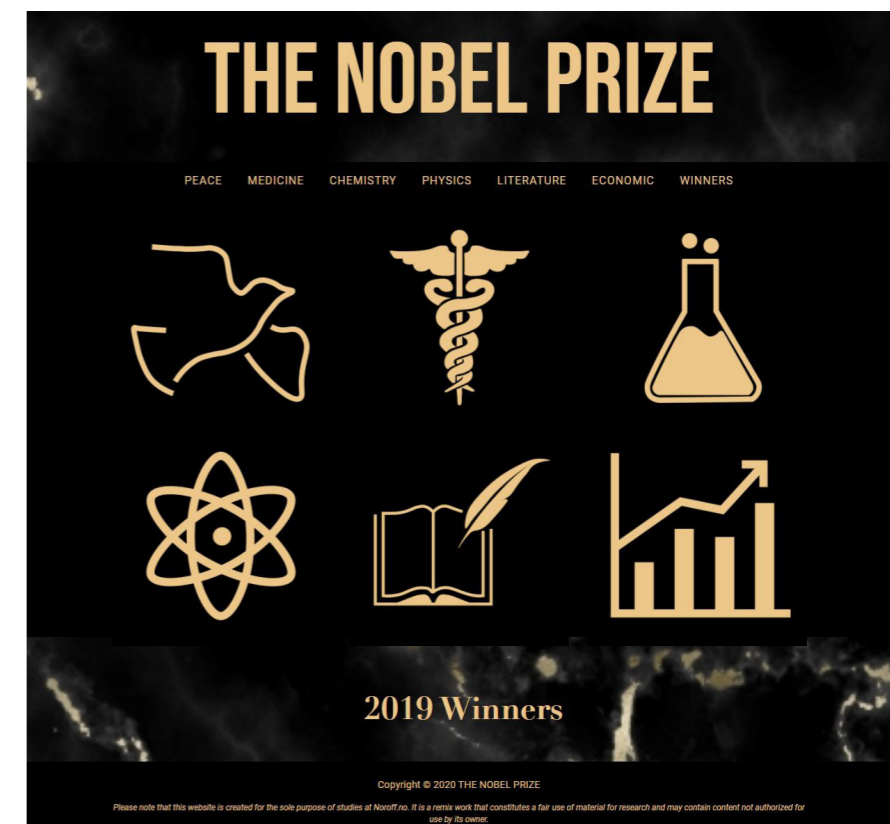
Example of the change from one to two columns (on all pages), to increase the readability:
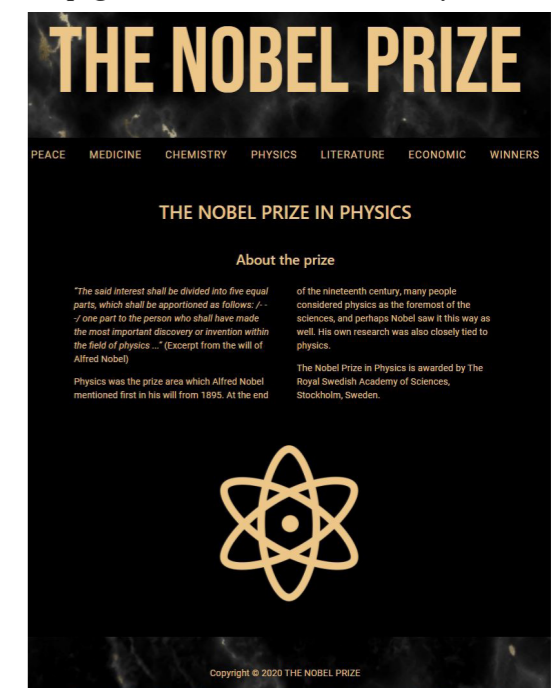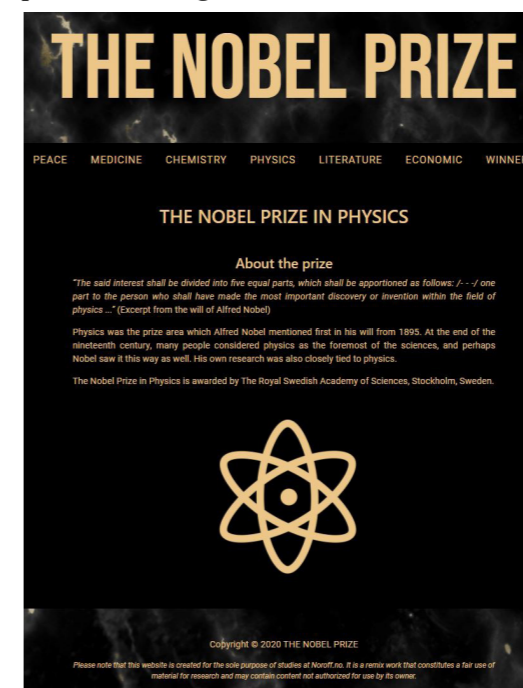
Preface

Alina Wheeler says in Designing Brand Identity that: "Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible."

Luc Speisser: "Great brands are like friends - you encounter a huge number of them every day, but you only remember the ones you love."

CA02 is about logo and visual identity, and I have designed a logo for the company "Farm Fresh to You", car branding and packaging, and a brand manual with all the elements put together.

Changes

The feedback I received after submission was good, but they wanted me to work a little more on simplifying the logo a bit. I agree on that, and you can read about the changes in chapter: CA02 Changes.

Below you can see how the new logo turned out:

Introduction

The American company "Farm Fresh to You" are planning an expansion to my local community. "Farm Fresh to you" will partners with local organic farmers bringing fresh seasonal ingredients straight to the customer's doorstep. The company recognizes the need to develop a new logo and visual identity to suit new customers and markets.

In this assignment I should work strategically with the design, I was asked to conduct research to identify the competition, target audience, drivers and barriers and use this information when designing the new logo and visual identity for this company. They also need appropriate packaging for the products and branding on the vans.

For me, this has been a very interesting and exciting, and an educational task with challenges.

Interpretation of the task

This report describes the research and work process for CA02 – Farm Fresh to You. The US-based company "Farm Fresh to You" are planning an expansion to my local community, where the "Farm Fresh to you" partners with local organic farmers are bringing fresh seasonal produce right to the customer's doorstep. The purpose of this assignment was to develop a new logo and visual identity to suit the new customers and markets. They also need suitable packaging for their products and branding on the delivery vans.

I have chosen to solve this problem through a lot of internet research on different logos that fit to the brand, use of colors, design trends, how to create logo and visual identity and not least learn how to practically solve the problem through what we have learned in the modules and through In Learning courses.

Strategic Design (Concept and target group)

The visual identity is the first thing the customers will associate with the brand or service, it is therefore very important to have a good strategy for the process with designing a new logo and visual identity.

Before I dive into on the task, I do some thoughts around "why a logo" *(ref. Logo Design Workbook)*:

- Differentiate from competition
- Create a focus
- Provide clear identification
- Create credibility
- Communicate the message
- The design must have a purpose
- Enable the audience to form a personal relationship
- I ask myself when designing; what, how and why

For the logo design I also use the points under for helping to implement a strategic aspect to *(ref. 10 rules in Logo Design Workbook)*:

1. Answer who, what, why?
2. Identify, do not explain

3. Understand limitations
4. Be seductive
5. Make mnemonic value
6. Pose a question
7. Design for longevity
8. Make the logo the foundation of a system
9. Design for a variety of media
10. Be strong

Conduct research is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is also about being able to effectively find the best information for your needs. But first you need to know your client and their product or service, either by making a mood board, information...

I chose to conduct visual research by first collecting, then visualizing and analysing:

• Information; from different Internet resources, websites, images, and articles
• Have a clear strategy for search: Know the desired information need, develop a research topic, refine a topic, keywords, search string
• Evaluation of information
• Ethical use, knowledge about issues related to privacy and copyright
• Citation and source

The target group is families and adults in the group 25 - 75 years who are interested in buying and having organic fresh season product delivered from local farms on the doorstep. I did a consumer profile, read more under chapter "Research and work process".

For the logo and the visual design, I focused on:

• Modern design
• Environment
• Clean and consist visual design
• Colors
• Typography
• Keep it simple
• Get inside the head of the target audience

After I went through the strategic thoughts and the target audience, I start the research process to find and collect inspiration for creating a simple eye-catching design, where I take into account the points above.

Research and work process

Creative methods and research

Creative methods, research work process were carried out in different steps, each step being a separate part of the workprocess of completing the assignment about logo and visual design:

• Logo
• Visual identity
• Touchpoint: Packaging and car branding
• Brand manual

My work and research started for each of the four different tasks by going through the tasks and check out what I need to keep in mind when developing and designing the task.

The work process goes through:

• **Conduct research** — This is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is also about being able to effectively find the best information for your needs. But first you need to know your client and their product or service. Maybe visiting the location of the brand or asking target audience and customers about their opinions of the brand
• **Clarify strategy** — Before I begin the project, I make sure that I have a strong understanding of the brand, the product, the target audience, and the message. I made a brief; a short format that helps distill the message down to its core and keep the messaging on brand. (See the brief under strategic design.)
• **Design the identity** — The first step after I have received feedback and a brief is to start a brainstorming, then put together inspiration of the project/product on a mood board. Step two is to start sketching the desired product by hand, and after a one or more client meeting – I go a step back, or start sketching on a digital version of the product
• **Create touchpoints** — Touchpoint can be defined as any time an existing or potential customer comes in contact with your brand/business – before, during or after they pur chase something from you. When these touch points are well executed and on-brand, they build consistency, awareness and customer loyalty. They collectively strengthen your brand and can differ from business to business. A few examples: packaging, car branding, businesscard, social media, uniforms etc.
• **Manage the assets** — After Farm Fresh to You has entered the local market, it is important to follow up with this point (not in this task): Define a clear value of the brand, and what the goal is; both for me, employers, and the target audience. Have a marketing strategy, be active on social media and have a plan for how to be seen on different touchpoint (read bullet point above). Ask for feedback – give attention to the employers, customer and target audience – for further developing of the product.

I had an idea what the logo should look like before I start sketching on the logo. For the color selection process, I had the original "Farm Fresh to You" logo and colors in mind but tried to think a little new.

I also got good help during the process with the task from various courses in InLearning, and from the modules from the NOROFF study.

Color Adobe is used, both for inspiration color code and to check if color choices match.

Inspiration methods

For inspiration, I researched a lot on the internet for relevant products, images, colors and fonts. I thought it was interesting and I used moodboard to record impressions and good ideas. I also made a summary of various inspirational blogs for design for 2020/2021, to understand more about the trends coming this year in the field. I have looked at this summary when it comes to design, fonts, use of images and colors for development of design of the logo - but also followed my own vibes.

I must mention a great inspiration for me when it comes to developing a new logo, and that is a book I bought last summer: Logo Modernism, with Jens Muller Julius Wiedermann (Ed.)

Photos of moodboard (chapter 2.5) with inspiration design for layout, colors and logos.

Analysis

In the survey above, the focus was on developing a new logo and a visual identity that suits the new customers and markets. "Farm Fresh To You" also needs suitable packaging for their products and branding on the vans. I focused on how I could meet the target audience with my design. It is important to choose the style, image / drawing, fonts, colors and layout that triggers the audience as intended. First, I took a look at who, what and how the competitors were in the new market.

Target audience

The target group is families and adults in the group 25 - 75 years who are interested in buying and having organic fresh season product delivered from local farms on the doorstep. Companies with canteens, catering and gyms are also very interesting customers. But this is to be marketed in phase II, when Farm Fresh has established itself with a local private customer group.

For a consumer profile I think it is necessary with different personas-profile, for example a single person around 35 years, an old couple, and a family persona. I choose to do a consumer profile for a family of four in one of my focus group in the age between 30-49.

Consumer Profile

The work with the comsumer profile:

Name	Julie and Fred Smith
Title/occupations	HR Consultant and Engineerer
Age (range)	42 and 46 year (range between 30-49)
Gender	Both
Children	Jenny 11 and Markus 15 years
Income	480 000 NOK/650 000 NOK
Location	Stord, at Westcoast of Norway
Houshold composition	Married with two kids
Car	Two cars
Education level	High /university
House type	Villa

Background	This is an active family with four persons, have their own house and two cars
Motivation	Health, planning their time, ecological products, sustainability and focus on environment
Political view	Save the world, environment, and reuse of products
Interests	Nature, hiking, skiing, golf, and cycling
Customer Goals	Get refresh and ecological products right on the doorstep
Spending habits	The family have good economy and focus on the environment when they buy products. They want to buy food produced nearby – short travel food

What problem are they solving by using your product/service?
Fresh vegetables and fruits on the doorstep

What is the most import to your customer about your product?
Sustainability ecological products with focus on the environment – right on the doorstep

What are the concerns or anxieties the customer may have about your business?
They do not know concept and the quality of the product

What are some of the potential turn–offs that would make the customer not return to your business? That Farm Fresh do not deliver on time, or the quality is bad

How much are they willing to spend on your type of product?
Round 500,- NOK pr. Week for fresh fruit and vegetables

What are the best ways to reach this customer?
The local newspaper, Facebook, Instagram, email, and flyer in their mailbox

The work with the analysis for the consumer profile, the family statement:

Name	Julie and Fred Smith, with two children
Statement	Julie (42) and Fred (46) Smith married 20 years ago, built their own house in the garden next to Julie's parents. They have two children aged 11 and 15, and two cars (one of them is electric). Both have a college education.

They have busy weekdays with work, school, and many activities. At the same time, they are very concerned about the environment, source sorting of waste and organic food. Throughout the week, they want to have access to the necessary amount of fresh fruit and vegetables for their trips, dinners and packed lunches, and they are interested in solutions that bring fresh organic fruit and vegetables from the local community on their doorstep.

The family's household income is a total around NOK 1.100.000,- They have a loan on the home, but otherwise a good economy as both are full-time permanent employees. They live at Stord, an island between Bergen and Haugesund, on the west coast of Norway. There is a lot of agriculture in this area.

When there is no work or school, they love to be with family and friends, and they are diligent users of nature nearby. Tent trips in the mountains or by the sea are regular trips on the weekends.

They regularly train strength, jogging and cycling, and the children play handball and football. Skiing in the winter and golf in the summer are also activities the family like to do. On TV, they see the news - but otherwise they watch series via Netflix and HBO.

They are proud of their home and have a modern Nordic style with clean simple lines. They spend a little time with gardening but do not grow vegetables. Money is not a big issue for the family, but they do not want to waste money and they have a strong focus on healthy finances and savings. The family has savings agreements in fund shares. |

Competitors

When it comes to competitors for the Farm Fresh to You, there are not that many competitors at Stord and nearby. I comment on some below:

"The square" is a local place in each of the municipalities in the district, with a collection of sales tables where on weekdays everything from fish, cured meats, honey, baked goods, fruit and vegetables are sold. On the positive side, there is always a good selection of products and the selection varies with the season. Negatives are varying opening hours as they go home when there are no goods, they do not deliver on the door and do not have a common information point.

Adams Matkasse www.adamsmatkasse.no

Simple, tasteful and varied it says on the website. With a food box from Adams, you get everything you need to make good and varied dinners delivered to your door, so you can spend your shopping time on something else. The boxes are filled with Norwegian ingredients from small producers and dinner recipes that are easy to make, whether you want it to go quickly, or enjoy cooking. You can book food box for every week or every other week, and for two, four or more people. You control it completely from delivery to delivery.

Kolonial.no www.kolonial.no

Kolonial.no was started by 10 entrepreneurs and hundreds of dedicated employees who together want to make everyday life freer and easier. Their goal is to create Norway's best shopping experience according to their website and where I find the following information about how they think and how they present themselves (in short):

- It has to be cheap and it has to be great quality
- They have no large, expensive retail space
- They work with a large grocery chain
- Together, they save the customer both time and money
- Right from the start in 2013, they have pushed online prices down

The goal is simple: Shopping on Kolonial.no must be competitive with even the cheapest stores. In order for you to be sure that Kolonial.no is a reasonable choice, we price match our bestsellers with REMA 1000.

Rekoringen https://www.smabrukarlaget.no/norsk-bonde-og-smabrukarlag/matnyttig/lokalmatringer/aktive-reko-ringer/

Locally produced food, without intermediaries.

The REKO ring is a simple sales channel where customers can shop directly from local food producers, while the producers in turn can advertise and sell goods from their own production via the ring's common group page. Customers pre-order items via the ring's common Facebook page. The goods are delivered by the manufacturer at the ring's announced delivery location, date, and time. REKO means Fair Consumption and is a trading phenomenon founded by Thomas Snellman in Finland in 2013. The sales phenomenon REKO is the sale of food without intermediaries. You must be a first-class producer to sell food and direct by-product from your own production via the REKO ring, where the producer of the product receives 100% of the sale price.

The first REKO ring in Norway was established in November 2017. As of October 2020, there are 120 rings scattered in large parts of the country. There are about 500,000 customers associated with the REKO rings, and 500 manufacturers selling goods.

Norwegian farmers are the driving force behind the establishment of REKO rings in Norway. The REKO ring contributes to producers being in their own value chain process right up to the end consumer. One goal is to increase local value creation, increased investment in locally produced food, by creating new development opportunities, better predictability, and profitability for local small-scale food producers. REKO also helps to make consumers aware, and to reduce food waste.

Some pictures from competitor's website:

Farm Fresh to You

The Farm Fresh industry is often visually displayed on the internet and media with key words such as farming, harvesting, growing product, the products themselves, the environment, organic and locally produced close to the consumer. Recurring color is green.

The company Farm Fresh To You currently has a self-drawn, slightly childish logo, but now wants to try it out and change it to a more professional expression and a logo that is intended to capture the attention of customers of all ages, newly established young families with young children, extended families, adults, singles, seniors and businesses. Therefore, a new style away from the old one is desired with keywords - simple - modern - clear - environment - organic.

When I go through the competitors' websites and offers, these have a more modern style on their brands, which here is adapted to the market they deliver to. The exceptions are those set up in the square with separate stalls, they have little marketing of their brand.

Therefore, like the brief points I wanted to develop a more modern, cleaner and simpler style in lines, fonts for the logo and the visual identity of Farm Fresh to You, which is in line with their thoughts for a new market.

Sketches

Sketching process on paper, logo:

Digital sketches for the logo:

Next process:

Further work:

Final logo:

Hand sketch of the brand manual:
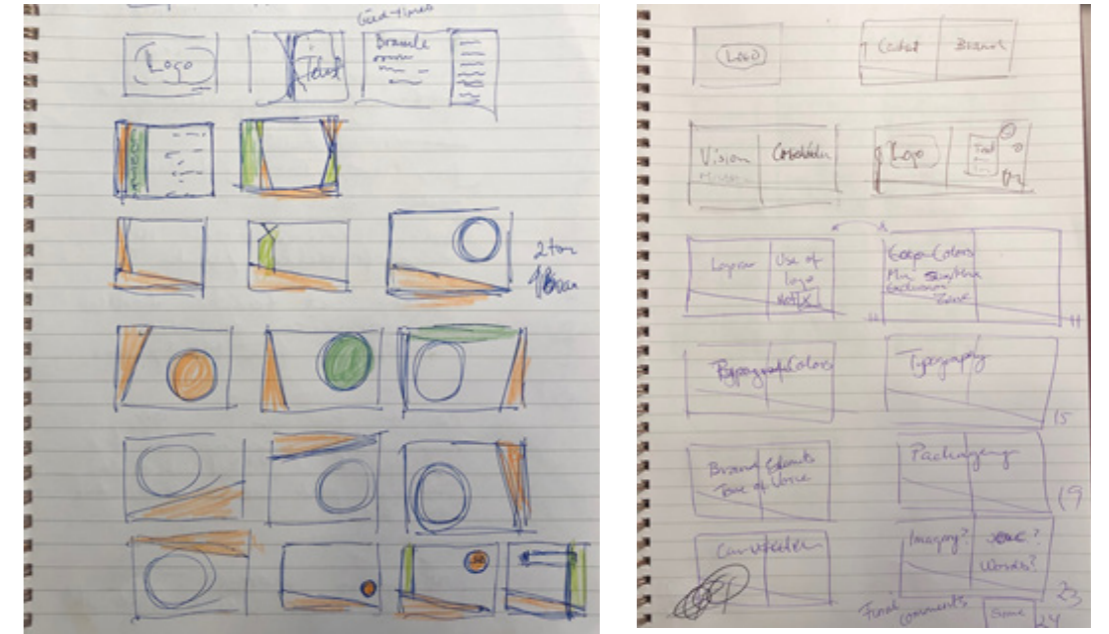
Digital sketches for the brand manual:

Ver1:
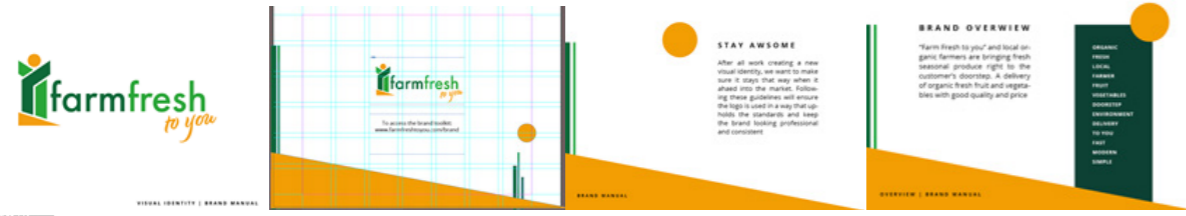
Ver2:

Ver3:

Ver4:

Ver5:

Ver6:

Ver7:

CAR BRANDING

CAR BRANDING | BRAND MANUAL CAR BRANDING | BRAND MANUAL

Ver8:

CONTENT	BRAND	THE BRAND BOOK	BRAND OVERWIEW
VISION | MISJON
CORE VALUES
LOGO
COLOUR
TYPOGRAPHY
SOCIAL MEDIA
IMAGERY
BRAND ELEMENT
PACKAGING
VEHICLE

CONTENT | BRAND MANUAL   OVERVIEW | BRAND MANUAL
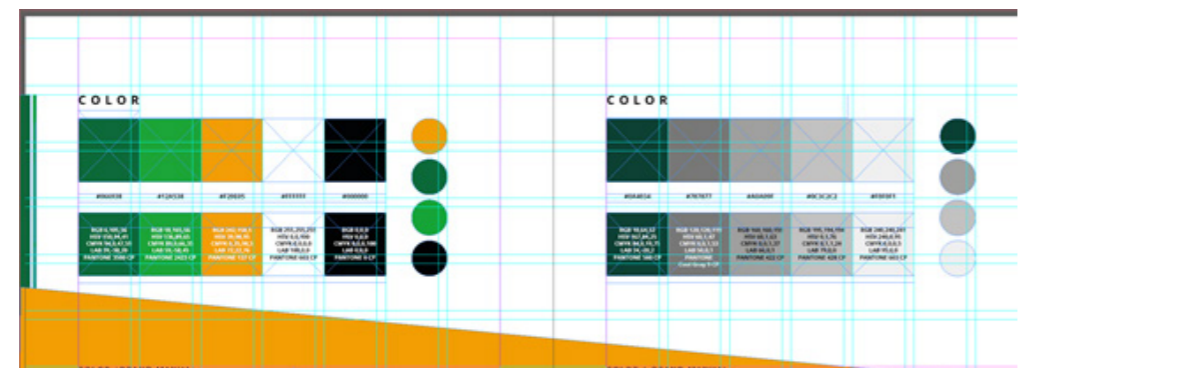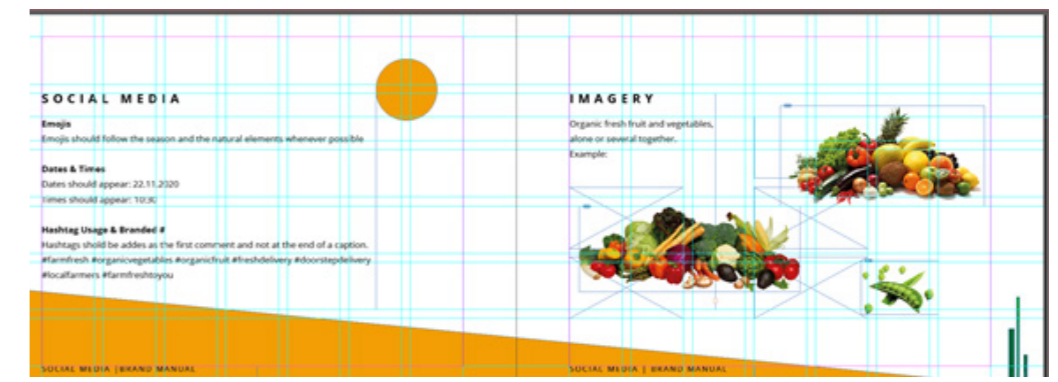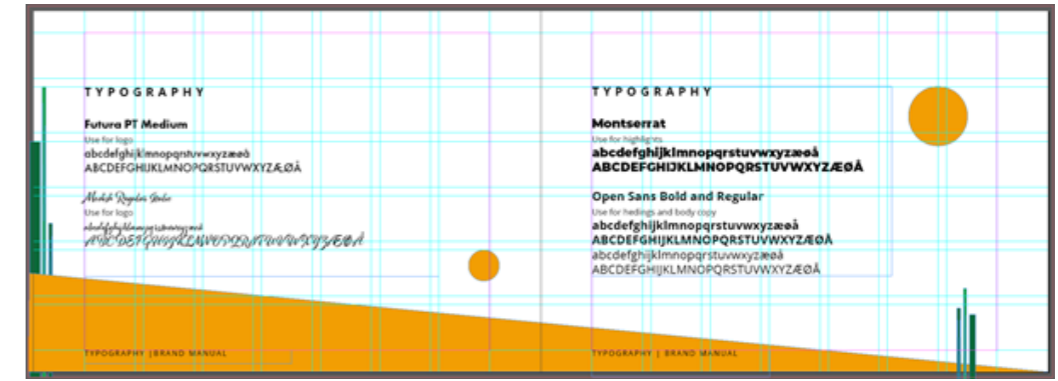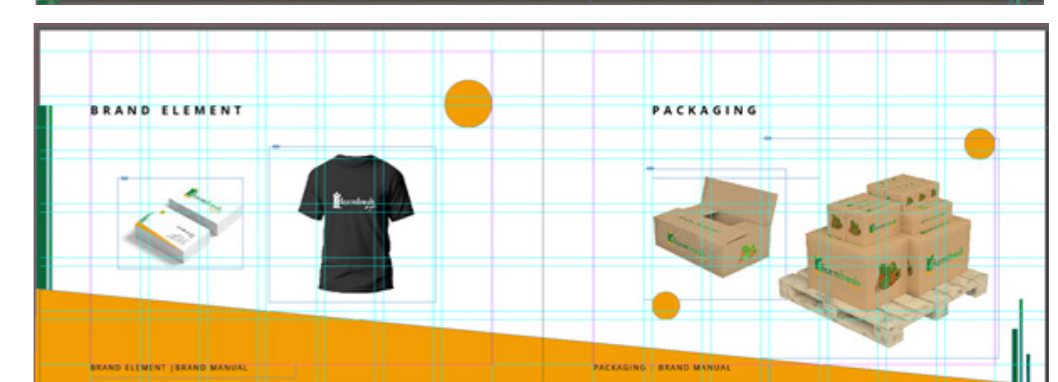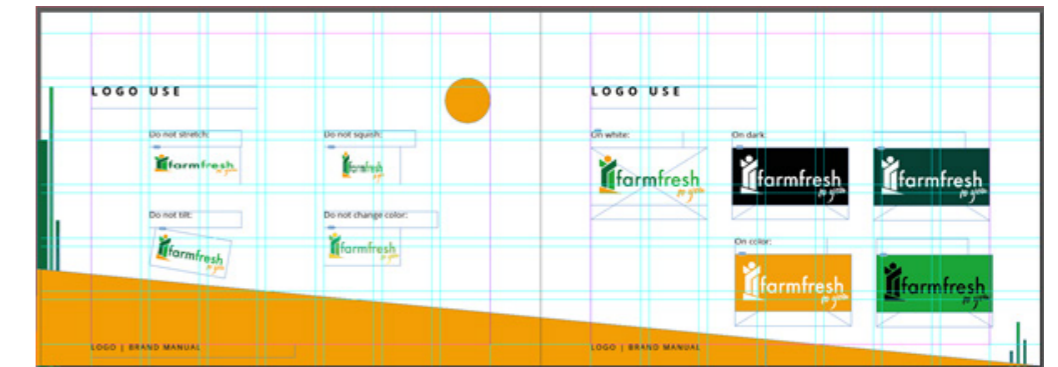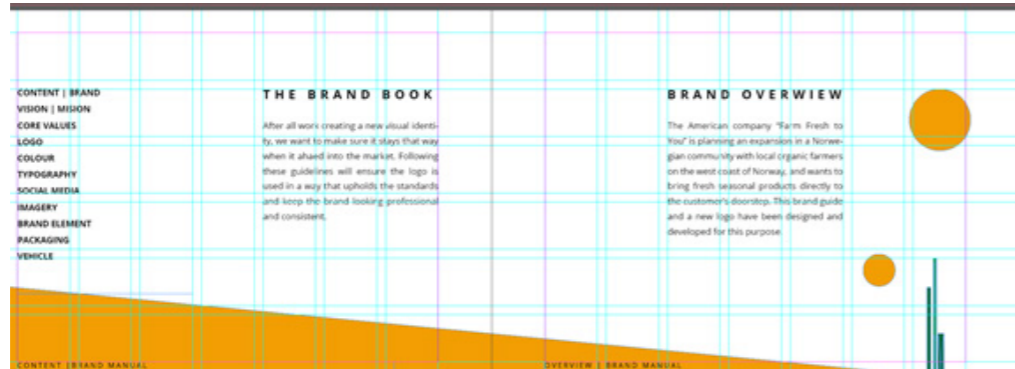
Hand sketch business card: Digital sketches for the business card:
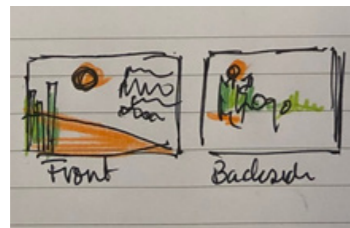
Front Bakside

Ola Normann
CEO

+47 97556058
ola@farmfreshtoyou.no
www.farmfreshtoyou.no
Eplehagen 12, 5416 Stord

farmfresh *to you*

Hand sketch consumer profile:
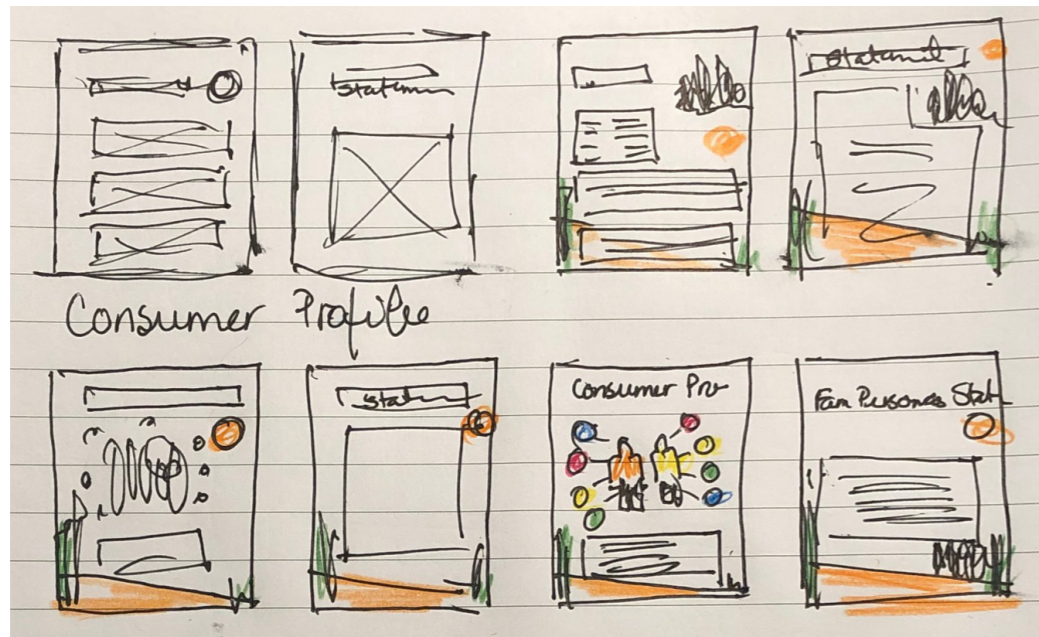
Consumer Profile

Digital sketches for the consumer profile:

INCOME
TOTAL FAMILY INCOME
NOK 1.100.000,-
HR CONSULTANT AND
ENGINEERER

INTERESTS
ORGANIC FOOD, NATURE,
HIKING, SKIING, GOLF, AND
CYCLING

SPENDING HABIT
THE FAMILY HAVE GOOD ECONOMY
AND FOCUS ON THE ENVIRONMENT
WHEN THEY BUY PRODUCTS. THEY
WANT TO BUY FOOD PRODUCED
NEARBY – SHORT TRAVEL FOOD

LOCATION
THEIR OWN HOUSE, TWO CARS,
LIVE AT THE ISLAND STORD,
ON THE WESTCOAST OF ORWAY

CUSTOMER GOALS
GET REFRESH AND ECOLOGICAL
PRODUCTS RIGHT ON THE
DOORSTEP

MOTIVATION
HEALTH, PLANNING THEIR TIME,
ECOLOGICAL PRODUCTS,
SUSTAINABILITY AND FOCUS ON
ENVIRONMENT

POLITICAL VIEW
SAVE THE WORLD, ECOLOGICAL
FOOD, ENVIRONMENT, AND
REUSE OF PRODUCTS

AGE
FAMILY WITH FOUR PERSONS;
42 AND 46 YEARS
CHILDREN AT 11 AND 15 YEARS

Consumer Profile - Family Smith

What problem are they solving by using our product/service?
They get fresh vegetables and fruits on the doorstep

What is the most importent to our customer about our product?
Sustainability ecological products with focus on the environment – right on the doorstep

What are the concerns or anxieties the customer may have about our business?
They do not know concept and the quality of our product

What are some of the potential turn-offs that would make the customer not
return to our business? That Farm Fresh tu You do not deliver on time, or that they
think the quality is bad

How much are they willing to spend on our type of product?
Around NOK 500,- pr. week for fresh fruit and vegetables

What are the best ways to reach this customer?
By announsment in the local newspaper, Facebook, Instagram, email, and flyers in
their mailbox

CONSUMER PROFILE

Family Personas - Statement

Julie (42) and Fred (46) Smith married 20 years ago, built their own house in the garden next to Julie's parents. They have two children aged 11 and 15, and two cars (one of them is electric). Both have a college education.

They have busy weekdays with work, school, and many activities. At the same time, they are very concerned about the environment, source sorting of waste and organic food. Throughout the week, they want to have access to the necessary amount of fresh fruit and vegetables for their trips, dinners and packed lunches, and they are interested in solutions that bring fresh organic fruit and vegetables from the local community on their doorstep.

The family's household income is a total around NOK 1.100.000,- They have a loan on the home, but otherwise a good economy as both are full-time permanent employees. They live at Stord, an island between Bergen and Haugesund, on the west coast of Norway. There is a lot of agriculture in this area.

When there is no work or school, they love to be with family and friends, and they are diligent users of nature nearby. Tent trips in the mountains or by the sea are regular trips on the weekends.

They regularly train strength, jogging and cycling, and the children play handball and football. Skiing in the winter and golf in the summer are also activities the family like to do. On TV, they see the news - but otherwise they watch series via Netflix and HBO.

They are proud of their home and have a modern Nordic style with clean simple lines. They spend a little time with gardening but do not grow vegetables. Money is not a big issue for the family, but they do not want to waste money and they have a strong focus on healthy finances and savings. The family has savings agreements in fund shares.

CONSUMER PROFILE

- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

The logo and the new visual identity should give a modern, fresh and serious impression.

Below picture of logo:

Design

When it comes to the design, style, typography, colors, and composition/layout for this assignment I wanted to design a logo and a visual design which is simple, neat and modern. The logo should give a modern impression with fresh colors, the brand manual should contain relevant and necessary information for the new visual design.

The purpose with the new logo and visual identity is to suit new customers and market in the local community Stord between Bergen and Haugesund at westcoast in Norway, an area which the Farm Fresh to You are planning an expansion into.

I repeat here some of my focus points, which are previously mentioned under 1.2 Strategic Design:

- Modern design
- Environment
- Clean and consist visual design

Style/genre

I had the strategic focus points above in mind when it comes to style, and I think the style ensure simplicity and a neat and modern visual identity.

Farm Fresh to You wanted a more simple, neat and more modern than the original "slightly childish" logo of "Farm Fresh to You". They want to keep some of the colors, in order not to go completely away from their identity. Therefore, I have designed a logo and a new visual design with a cleaner and simpler style in lines, fonts and colors. The American "Farm Fresh to You" use yellow, red, purple, and green as its brand colors and want that the new logo is made by one or more of the same colors. I chose to continue using green and yellow, both in the icon and the text.

When I started researching Google for various logos, and gathering inspiration from different images, typography, colors, I had the brief in my mind, and collect a moodboard that reflect some of the simple modern look both I and the company wants. (Ref. the moodboard section.) I noticed that there were several logos with a modern and simple style, and I want to use som symbolic in the icon.

I ended up with a modern and aclassic style for the logo, after different variations in the sketching process at the start of the project. The chosen design was developed through sketches and testing of different layouts in Illustrator. Ref. chapter: 2.4 Sketch.

The new style for the logo and visual design is modern, simple and solid, with use of fresh colors, and I think this style is suitable for .

Typography

Before choosing the font for my design, I did some research on what was used on the original "Farm Fresh to You". I decided to find my own variants for the new logo and visual identity, that give a simple, neat and modern expression.

The typography should be strong, friendly, professional, and modern.

The visual identity shown in the new brand manual should be clean, simple and with good use of colors & typography. I picked out different variants for testing:

Roboto	Didot	Proxima Nova	Open Sans	New Caledonia
Modish	Futura PT	Playfair Display	Typeka Bold	Times New Roman

The picked ones:

Logo: Futura PT Medium and Modish Regular
Headings and text: Open Sans Regular and bold
Highlights: Montserrat Black

futura pt medium

modish

open sans bold and regular

montserrat

I think these work well together on the logo and for the visual design:

ABCDEFGHIJKLMN®
OPQRSTUVWXYZÀÅ
abcdefghijklmnopqr
stuvwxyzàåéîõø&12
34567890($£€.,!?)

Tempus Fugit
When you're having fun!
Deipnophobia
26 Synthesizers
relevant to proprioception
Modish Regular

Futura

Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open sans

Montserrat
Montserrat
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890
Montserrat

Here follows a short description of the selected font types:
(Source: Font inspiration)

Futura PT
Futura was designed for Bauer company in 1927 by Paul Renner.

This is a sans serif face based on geometrical shapes, representative of the aesthetics of the Bauhaus school of the 1920s-30s. Issued by the Bauer Foundry in a wide range of weights and widths, Futura became a very popular choice for text and display setting.

Originally Cyrillic version of eight styles was developed at ParaType (ParaGraph) in 1995 by Vladimir Yefimov. Additional Cyrillic styles were developed in 2007 by Isabella Chaeva. Simultaneously, the old eight styles were partly revised to match the whole family.

Now the new Futura is an uniform type system, consisting of seven weights with corresponding obliques plus eight condensed styles. All these fonts are coordinated in letterforms, metrics, and weights to work better together. Designers: Paul Renner, Vladimir Yefimov

Modish
Myfonts.com tells us that Modish is a perfectly balanced synthesis of the casually hand-drawn look and the pixel-perfect slickness of digital design. Inky, but neat, flowing, but controlled, the result is a font that's ideal for on-trend designs for food, clothing, cosmetics, retail packaging, or menus. Modish features 270 swashes, 78 stylistic alternates that include alternates to create a fully connected OR unconnected look and contextual variants in lowercase letters and 43 Ligatures.

Open Sans
Open Sans is a Google font. Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This free typeface was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and is incredibly legible. Designers: Steve Matteson Publisher: Google Fonts

Montserrat
Typewolf.com tells us that Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name. Montserrat is often mentioned as the closest free alternative to Gotham and Proxima Nova, however, in my opinion it's a much more distinctive typeface compared to those two. The uppercase G and J really set it apart.

Example:

Futura PT: **farm fresh**

Modish: *for you*

Open Sans: **typography**

Montserrat: **organic**

Colors

Color is an integral part of the brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling or a message to the audience.

When it comes to the selection of colors for the design, I wanted the colors together with the design to give the The Farm Fresh to You logo and visual identity a modern, simple and interesting expresion. The colors were chosen carefully and the green and orange color palette feels inviting, warm, and exiting.

Color psychology suggests green inspire to nature, growth, environment, and harmoni, while orange exudes encouragement, creativity, food, warmth and sosiability. Colors was one of my focus points, previously mentioned under 1.2 Strategic Design.

And when it came to the color inspiration research part, there were pictures that inspired me - perfect for the purpose of designing a modern logo, but I also kept an eye on the colors to the old Farm Fresh to You logo. I used Color.Adobe to put together colors, to find good colors that matched, and these combinations I saved in Color.Adobe and used them further in Illustrator and InDesign. (Ref. the Moodboard.)

Old logo, and use of color:

Color choice for the new logo to Farm Fresh to You, and the visual identity:

#066938	#12A538	#F29E05	#FFFFFF	#000000
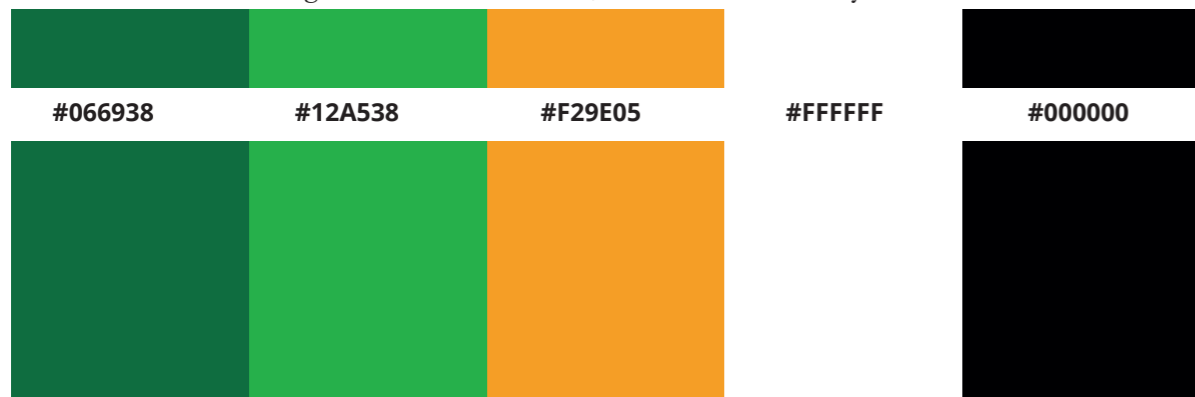
Some aditional color, for use where needed:

#0A4034	#787877	#A0A09F	#0C3C2C2	#F0F0F1
RGB 10,64,52 HSV 167,84,25 CMYK 84,0,19,75 LAB 24,-20,2 PANTONE 560 CP	RGB 120,120,119 HSV 60,1,47 CMYK 0,0,1,53 LAB 50,0,1 PANTONE Cool Gray 9 CP	RGB 160,160,159 HSV 60,1,63 CMYK 0,0,1,37 LAB 66,0,1 PANTONE 422 CP	RGB 195,194,194 HSV 0,1,76 CMYK 0,1,1,24 LAB 79,0,0 PANTONE 428 CP	RGB 240,240,241 HSV 240,0,95 CMYK 0,0,0,5 LAB 95,0,0 PANTONE 663 CP

Composition, layout, grid

Throughout the development phase, I focused on a good strategic design; it should be more modern, simple, clear, with clean lines and a striking visual design. Good visible colors, and simple and modern typography and to keep the visual identity as desired by the customer in the brief. When it comes to composition and layout, I wanted to design an eye-catching design, and a design that sticks in the memory of the target audience.

The purpose is to create a simple design, and only what is needed in terms of composition, layout and content.

It is about getting the target group interested in what is being presented, and taking an interest in the visual identity that is now being presented in a new market. Composition, layout and style should be so good that the target group notices the design.

I divided the task into different parts, first I focused on the logo and elements in it along with colors and fonts when it came to composition, layout and grid. Then, when the logo was finished, I focused on touchpoints and the brand manual

The logo was given lines and symbolic elements that visualize growth in a somewhat modern form. The ground, two plants that grow up, they are also reminiscent of the two letters F in Farm Fresh. The yellow rounding symbolizes the sun.

I wanted to continue this into the brand manuel to confirm and reinforce the visual identity. I have included orange fields that symbolize the earth, green stripes (plants) and yellow circle (sun). In a way a reflection of the logo in to the brand manual. When starting work on the brand manual, I made a grid of 7 columns and 6 rows, within the margin. This is to be able to have a good plan for the placement of the element. (See sketch section.).

After the logo and the brand manual were in place, I continued with the touchpoints for packaging and car branding. Here I made sdditional touchpoints as a business card and a t-shirt for the driver for the delivery.

The packaging was deliberately produced in recyclable cardboard that can be closed, as the delivery on the stairs outside the customer's house requires a closed packaging. In the covid-19 phase it is especially important with good hygiene, so Farm Fresh to You has put reusable delivery boxes on hold.

The car branding is adapted to the fact that the company wants white cars, and with only necessary and important information such as advertising on the car. Then the logo and company name will be clearly visible in fresh colors with a picture of fruit and vegetables that visually tell about what the car carries..

See the section for sketches, for more pictures.

The final logo:

The finished brand manual with touch points can be seen in front of the report.

Mockup Farm Fresh to You

To visualize how the packaging, car branding, a t-shirt and businesscard will appear in the brand manual I create some mockups:

In summary, I feel that I have created a good design. When I look at the final logo and brand manual, I think that I have achieved what I wanted - an modern, simple and fresh design - through selected colors, elements and layout.

Throughout my work as a designer in this process, I have tried to be structured, and kept in mind all design development steps, and plan for each step. I have designed a logo I am very happy with, and I think the style and expression is good. There is maybe a lot that can be done better, both adjustments and technical, but I think that the design has a good potential.

This has been an inspiring and exciting task - and I've learned a lot! I am pleased with the logo I have made.

CA02 CHANGES

Feedback

Some of the feedback from the assignment says that (briefly retold): [... *Design Logo/Visual identity:* The logo showcases a very clever concept, we like the overall idea and the direction the student has chosen, it feels cor-porate, trustworthy and professional. We do feel however that the execution could be simplified.... The overall feel is professional and sophisticated, we really like the overall design.... We would like the student to try to simplify and integrate the design slightly, this could be by removing some of the icon el-ements (like the base) and allowing the visual to utilise more negative space, we would like to see the student to consider working on this for her portfolio.

The font is nicely chosen, it feels modern and legible. We really love the font choice, it suits the nature of the brand and allows the design to feel approachable. The colours are beautifully chosen, the colour pal-ette is light and fresh, suiting the nature of the brand and the tone of voice, a very lovely colour palette. The icon is professional and clear, it showcases very good concept, we would like the student to simplify the design slightly. The icon and text are very nicely paired, we really like the integration and the 'to you' text really helps to soften the de-sign, making it feel more friendly and approachable.

Packaging: The concept of the packaging is working really well, we really like the creative approach it feels approachable, informa-tive and modern. The overall look and feel clean, modern and engaging.

Vehicle Wrap: The concept here is working well and suits the nature of the brand, we really like the overall approach although some communication could be included to reinforce the brand. The look and feel is well put together; we would have liked to see more contrasting colours. The student should focus on using the whole vehicle and even adding bigger blocks of colour as backgrounds, rather than just keeping the van com-pletely white. We would also like to see more communication, we are missing a call-to-action, this may compromise any potential conversions.

Brand Style manual: (Layout)The brand manual is very nicely laid out, it feels very extensive and informative. We really like the way the information is displayed; it allows for good accessibility throughout the presentation. We were happy to see a table of contents, alt-hough the student could con-sider adding page numbers. We were pleased to see introductory text which focussed on the brand and its core values. (Presentation) The brand was suitably and professionally presented, we were happy to see considerations around the logo, colour, ty-pography, social media and the various touch points. This was nicely put together and thorough.

Report: The report is very well structured and professionally laid out, good research, included very extensive design research and inspiration, good reference to the student's overall process, included in the presentation were good foundational planning considerations and in terms of style and design, the execution felt justified. ...]

I completely agree with the proposal to simplify the logo, adjust the vehicle wrap and insert page numbers in the table of contents in the brand manual.

Changes

The changes I have made are based on feedback I have received after submitting the course assignment, and are:

1. Simplify the logo design
2. Improve the vehicle branding
3. Update the brand manual with page numbers in the table of contents, enter the changed logo on relevant pages, and update all touchpoints with new logo in the brand manual like packaging, t-shirt and businesscard.

Logo

A simplified design made a much better, clearer and stronger version of the logo. Simple and clear, where I have removed the yellow field that indicated the ground and refined the icon.

New logo:

Old logo

Vehicle wrap

The changes I have made are based on feedback and how to improve the design:
1. The www.farmfreshtoyou.no and phone number on the vehicle
2. Some color field

New design:

Old design:

Brand Manual

The brand manual is updated with page numbers in the table of contents, then I enter the changed logo on relevant pages, and update all touchpoints with new logo. Finally, I updated the brand manual with the new vehicle wrap.
Link to the "Farm Fresh to You" brand manual:
https://www.stockmanndesign.no/myportfolio/pdf/brand_manual.pdf

Here are some examples of the updated pages of the brand manual:

THE BRAND BOOK

This is the brand manual for the logo used by "Farm Fresh to You". Following these guidelines will ensure that the logo is used in a way that upholds the standards and keep the brand looking professional and consistent.

2 | CONTENT | BRAND MANUAL

6 | LOGO | BRAND MANUAL

LOGO PRIMARY:

LOGO SECONDARY:

8 | LOGO | BRAND MANUAL

9 | LOGO | BRAND MANUAL

LOGO USE

Do not stretch:

Do not squish:

Do not tilt:

Do not change color:

LOGO USE

On white:

On dark:

On color:

10 | LOGO | BRAND MANUAL

11 | LOGO | BRAND MANUAL

TOUCHPOINTS

TOUCHPOINTS

18 | TOUCHPOINTS | BRAND MANUAL

19 | TOUCHPOINTS | BRAND MANUAL

TOUCHPOINTS

20 | TOUCHPOINTS | BRAND MANUAL

21 | TOUCHPOINTS | BRAND MANUAL

CA03 DESIGN HISTORY

Preface

The history of graphic design is exciting, and a lot has happened over the last century. Many interesting designers and different styles have characterized the period, which has been influenced by war, politics, propaganda and art.

For an interesting visual overview, it is practical to have a brochure that includes selected periods. This is what I have designed in this course assignment.

Changes

This was an interesting and incredibly exciting task, there were a lot to choose from in different periods when it came to designers, style and history. Feedback on the assignment was very good, but the suggestions for change from the supervisor lift the folded leaflet to an even better product.

In the chapter "CA03 Changes" you can read more about the changes. Link to the changed leaflet in pdf: https://www.stockmanndesign.no/myportfolio/pdf/ca03_graphic_design_history.pdf

Below mockups of the folded Graphic Design History leaflet:

CA03 REPORT

Introduction

It is important to get a good understanding of social and development design disciplines in graphic design history. To illustrate this, I should in this assignment create a folded leaflet with a timeline. It will tell the graphic design history story from 1950 to today and the selected periods must be easy to recognize. It should also navigate to more information regarding each period with 2-3 well known graphic designers of that time. It should parallel social events perhaps affecting that chosen time.

Interpretation of the task

This report describes the research and work process for CA03 – Design History. The purpose of this assignment was to create a folded leaflet with a timeline. The leaflet will tell the Graphic Design history from 1950 to today and include:

- Pop Art (ca. 1950 - 1970)
- International Typographic Style/Swiss style (ca. 1950 to late 1960)
- Psychedelic Movement (ca. 1960 to mid 1970)
- Graffiti and Street art (ca. 1980 -)
- New Wave/Punk (ca. 1970 to mid 1980)

Theese periods must be easy to recognize. The leaflet should also show to more information regarding each period with 2-3 well known graphic designers of that time, and some parallel social events perhaps affecting that chosen time.

I have chosen to solve this problem through a lot of internet research on the theme and the different graphic design periods, find the best use of typography and colors, how to create folded leaflet and not the least learn how to practically solve the problem through what we have learned in the modules and through InLearning courses.

Strategic Design (Concept and target group)

The visual is the first thing customers will associate with this product, and it is therefore very important to have a good plan for the process of designing a folded leaflet for this purpose.

Before I dive into the task, I think about "how to make the best possible product", a routine I have taken from: "why a logo" *(ref. Logo Design Workbook)*:

- Differentiate from competition
- Create a focus
- Provide clear identification
- Create credibility
- Communicate the message
- The design must have a purpose
- Enable the audience to form a personal relationship
- I ask myself when designing; what, how and why

Conduct research is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is about being able to effectively find the best information for your needs. But first you need to know your client and their product or service, with making a good brief:

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BRIEF

CLIENT INFORMATION
TARGET AUDIENCE
PRODUCT
REQUIREMENTS
GOAL

CLIENT INFORMATION

Educational institutions and graphic design agencies that need information leaflets, for example here NOROFF

TARGET AUDIENCE

Graphic Design students who need a good understanding of social and development design disciplines in graphic design history.

PRODUCTS

Create a folded leaflet with a timeline. It will tell the graphic design history story from 1950 to today. The selected periods must be easy to recognize. It should also navigate to more information regarding each period with 2-3 well known graphic designers of that time. It should parallel social events perhaps affecting that chosen time. The leaflet can be any size. Create an interesting and unique fold to compliment the info.

All text and content must be self-produced. The target market is Graphic design students.

The following styles / periods must be included:

- Pop Art (ca.1950-1970)
- International Typographic Style / Swiss style (ca.1950- late 1960)
- Psychedelic Movement (ca.1960 two mid 1970)
- Graffiti and Street art (ca.1980-)
- New Wave / Punk (ca.1970 two mid1980

REQUIREMENTS

Create a folded leaflet, and the requirements for it is:
- The following styles/graphic design periods must be included:
  o Pop Art (ca.1950-1970)
  o International Typographic Style / Swiss style (ca.1950- late 1960)
  o Psychedelic Movement (ca.1960 two mid 1970)

1

M

  o Graffiti and Street art (ca.1980-)
  o New Wave / Punk (ca.1970 two mid1980
- Timeline with the history/social events
- 2-3 Graphic Designers from the period

It is important that the folded leaflet suits the customer group.

Some initial thoughts:
Typography: Modern, sans serif font used in swiss style
Colors: Fresh colors picked from the periods
Focus: Simple, modern, layer upon layer, and relevant content
Size: The folded leaflet can be of any design or size.

STYLE & DESIGN

The style and design of the folded leaflet is wanted to be a simple, neat and modern design with interesting content aimed at the target group. A lot of images will be used in the folded leaflet and it is important that it does not become a messy expression in the design. Keywords:

Period	Photo	Color	Format	Design
Fresh	Graphic Designers	Social Events	Typography	QR

GOAL

Goal: To have an interesting and informative folded leaflet available for graphic design students. To achieve the goal, there must be a good design with interesting content.

ADDITIONAL NOTES

Date of completion: 2021/01/22   Contact person: Marit Stockmann

2020-12-15
MSS

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I chose to conduct visual research by first collecting, then visualizing and analysing:

- Information; from different Internet resources, websites, images, and articles
- Have a clear strategy for search: Know the desired information need, develop a research topic, refine a topic, keywords, search string
- Evaluation of information
- Ethical use, knowledge about issues related to privacy and copyright
- Citation and source

The target group is Graphic Design students who are interested in information about the field they are studying. This is a target group that is constantly looking for new information that can provide skills development and perhaps inspiration for new projects they themselves are starting.

I did a consumer profile, read more under the chapter "Research and work process".

For the folded leaflet, I focused on:

- Modern design
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

After the strategic thoughts and the target audience, I started the research process to find and collect inspiration for creating a simple interesting and eye-catching design, where I took into account the points above.

Research and work process

Creative methods and research

Creative methods, research work process were carried out in different steps, each step being a separate part of the workprocess of completing the assignment. My work and research started for each of the five different design periods by going through the tasks and check out what I need to keep in mind when developing and designing the task.

The work process for this project went through:

- **Conduct research** — This is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is about being able to effectively find the best information for your needs. But first you need to know your client and their product or service.

- **Clarify strategy** — Before I begin the project, I make sure that I have a strong understanding of what to make, the product, the content, the target audience, and the message. I made a brief; a short format that helps to focus on the task. (See the brief under strategic design.)

- **Design the identity** — The first step after I have the strategy clear is to start a brainstorming, then put together inspiration of the product on a mood board. Step two is to start sketching by hand, and then keep sketching process in InDesign.

I had no idea what the folded brochure would look like before I started the process with research, but I wanted a design that would hit the target audience. I also got good help during the process with the task from various courses in InLearning, and from the modules from the NOROFF study.

Color Adobe is used, both for inspiration color code and to check if color choices match.

Inspiration methods

For inspiration, I researched a lot on the internet for information on the various graphic design periods that were relevant to the folded leaflet, pictures, folding variants, colors and fonts. I thought it was interesting and used a moodboard to record impressions and good ideas. I am also continuously following inspirational blogs for design trends, whether there are trends that may be relevant to the task I am working on, and not the least to understand a little about the trends that are coming.

I must mention that purchased books through the study is also a great inspiration for me when it comes to developing a folded brochure:
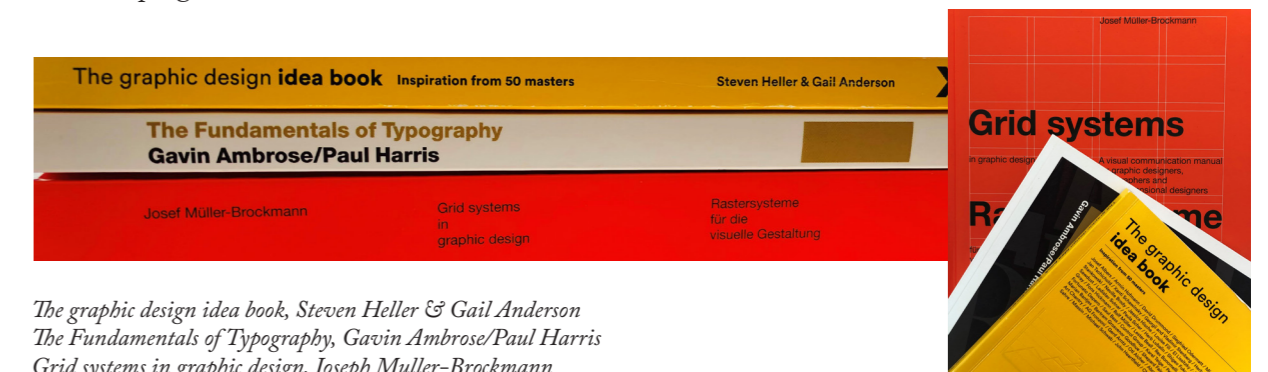
The graphic design idea book, Steven Heller & Gail Anderson
The Fundamentals of Typography, Gavin Ambrose/Paul Harris
Grid systems in graphic design, Joseph Muller-Brockmann

Photos of moodboard (chapter 2.5) with inspiration design for images, layout, colors and leaflets.

Analysis

In the survey above, the focus was on developing a folded information leaflet that suits the target audience, here Graphic Design students. I focused on how I could meet the target audience with my design. It is important to choose the style, images, fonts, colors and layout that triggers the audience as intended.

Target audience

The target group is students in graphic design who are interested in information about the field they are studying, which I also mentioned under the chapter strategic design. This is a target group that is constantly looking for new information that can provide skills development and perhaps inspiration for new projects they start themselves.

Most graphic design students are between the ages of 20 and 30. But we also see variation of age up to the age of 40 - 50+ (like myself), as continuing education is often a theme. I chose to stay focused on the group 20 - 30 years, and created a consumer profile.

Consumer Profile

The work with the comsumer profile:

Consumer Profile

Name	Miranda Hansen
Title/occupations	Graphic Design Student
Age (range)	23
Gender	Female
Children	No
Income	Student loans/occasional small jobs
Location	Bergen, Norway
Houshold composition	Collective household
Car	No
Education level	Under education
House type	Rented appartment

Background	Active girl, living in a collective household with two other persons
Motivation	Graphic Design education
Political view	Save the world, environment, and reuse of products
Interests	Nature, hiking, skiing
Customer Goals	Get a Graphic Design education, 3 years
Spending habits	Student economy, and focus on the environment and economy when she buy products

What problem are they solving by using your product/service?
Receive a brochure with information related to the study
What is the most import to your customer about your product?
That the product provides interesting and relevant information
What are the concerns or anxieties the customer may have about your product?
That it is a boring product with little useful information
What are some of the potential turn--offs that would make the target market not return to your product? That it is a boring product that the reader finds uninteresting and puts away
How much are they willing to spend on your type of product?
They want one for free
What are the best ways to reach this customer?
Student fairs, school presentations, graphic design schools, handover

The work with the analysis for the consumer profile, the Student Personas:

Customer profile statement – Student Personas

Name	Miranda Hansen, Graphic Design student
Statement	Miranda (23), live in Bergen in a rented apartment together with two other people.
	Graphic Design Student at Noroff. She has busy weekdays with school and many activities. At the same time, she is very concerned about the environment, source sorting of waste and organic food.
	She is very interested in her studies and is constantly looking for new skills and interesting material within her education.
	The income is based on student loans and occasional small jobs.
	When there is no school, she loves to be with family and friends, and she is a diligent user of nature nearby.
	She regularly trains strength and jogging, and skiing in the winter. On TV, she sees some news - but otherwise she watch series via Netflix and HBO.
	She is proud to have found her direction for education and looks forward to new skills in Graphic Design

Competitors

Competitors for this folded leaflet can include websites, Wikipedia, blogs on the internet, other leaflets and textbooks. I comment some competitors below:

Design is History http://www.designishistory.com/

"As a designer it is important to understand where design came from, how it developed, and who shaped its evolution. The more exposure you have to past, current and future design trends, styles and designers, the larger your problem-solving toolkit. The larger your toolkit, the more effective of a designer you can be.

Unfortunately, this site is no longer maintained and serves only as an archive of my own personal studies of the history of graphic design. I built this site as an educational tool and have used it to teach students about the History of Graphic Design. Images are attributed where sources could be found."

This site provides a brief overview of some graphic design periods and some well known graphic designers, but is no longer updated and we see that once we enter the website.

99design https://99designs.no/blog/design-history-movements/

99designs, is a global creative platform that since 2008, has brought more than one million creative projects to life for thousands of genius entrepreneurs, savvy business owners, and brands with big ideas. In their blog you can find information on most things in graphic design, and they are very quick with publishing trends and useful information for creative people. A good website!

You do not get a paper in hand like a leaflet as this is a digital platform, and you have to search for what you are looking for and then put together the information.

Wikipedia https://en.wikipedia.org/wiki/Graphic_design

Wikipedia is a multilingual open-collaboration online encyclopedia created and maintained by a community of volunteer editors using a wiki-based editing system. It is one of the 15 most popular websites ranked by Alexa, from January 2021, and the newspaper The Economist ranked it as the "13th most visited site on the web". Wikipedia is a site without advertising, which is mainly funded through donations.

Here you will find information about most things, and can search for both the different Graphic Design periods and well-known Graphic Designers. There is a lot of good, interesting and useful information in text form, but not so many pictures.

What is a bit cumbersome is that you here have to put together the information into a single document for all 5 periods, and do not get it in a single folder as in the task leaflet.

Graphic Design History Folded Leaflet (the task)

Even with competition, there is always room for new products on the market, and my task here was to design a folded leaflet with short and consistent content. A simple and clear design, but still an interesting leaflet. I chose to include fields with QR giving the reader access to more information if it is of interest. These codes points to two different files, one of which has information about the five different periods of graphic design, and the other points to information about famous graphic designers within the periods.

When I go through the competitors' websites, they have good information, but there is a lot of text to read and filter out to find exactly the desired periods in graphic design and current well-known designers. There is also very varied content on images displayed on the various pages. Therefore, I wanted to develop a simple and clearly folded brochure with a style and content that is aimed at the target group.

Sketches

Process with testing different variations for a folded leaflet:
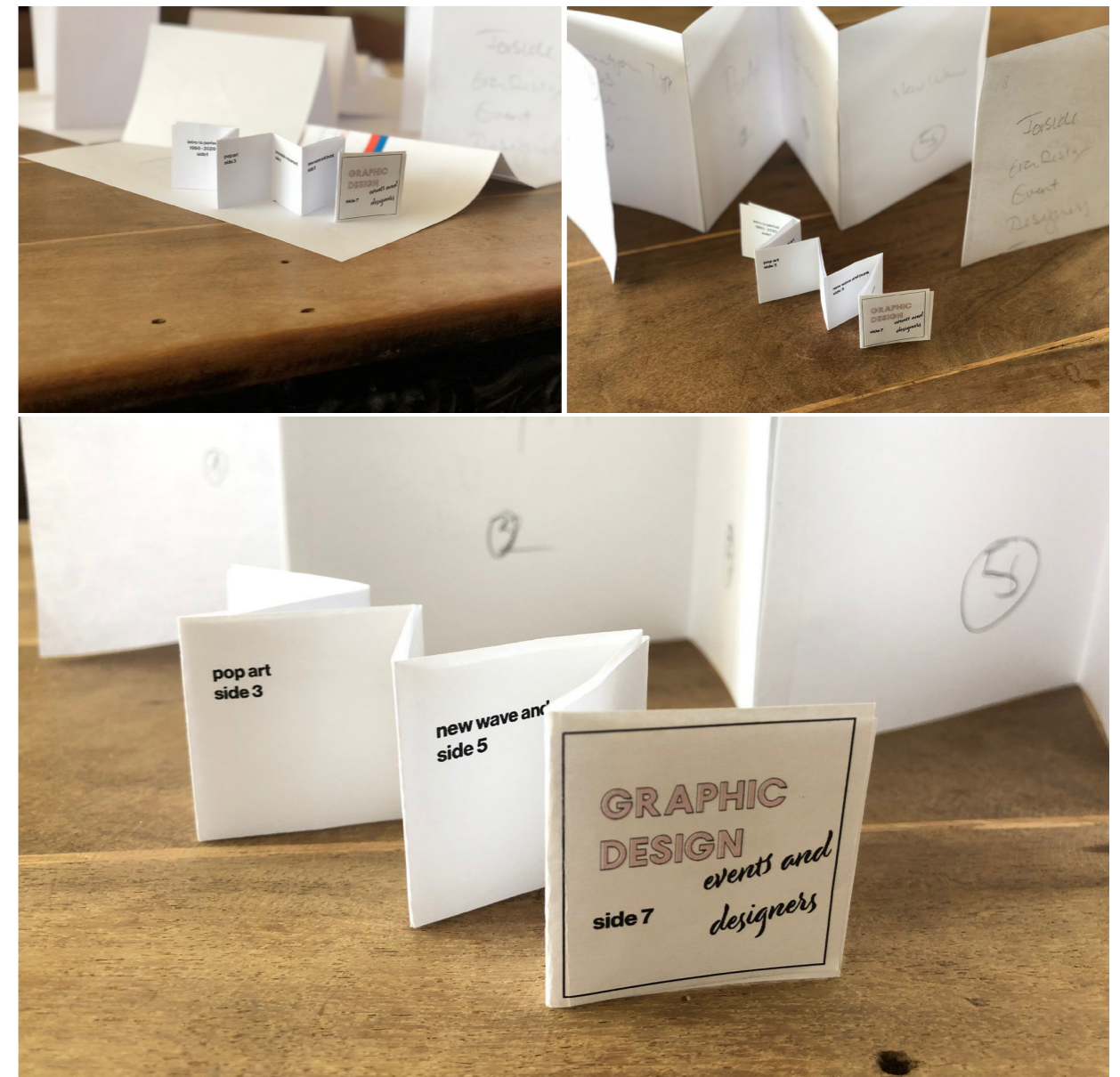
Hand sketches of the folded leaflet:

Digital sketches:

new wave and punk side 5

grafitti and street art side 6

GRAPHIC DESIGN HISTORY

psycedelic movement side 11

GRAPHIC DESIGN HISTORY

new wave and punk side 12
grafitti and street art side 13
side 7

GRAPHIC DESIGN DESIGNERS&EVENTS

SWISS STYLE

GRAPHIC DESIGN HISTORY

GRAPHIC DESIGN DESIGNERS
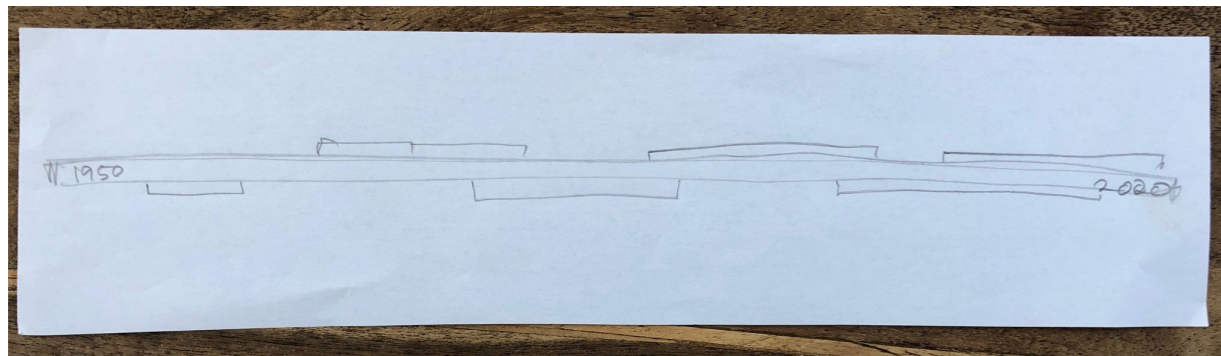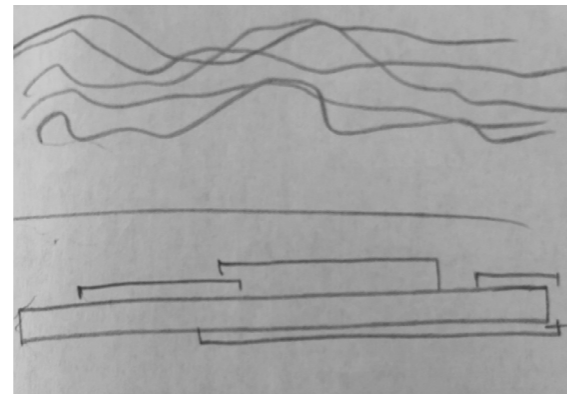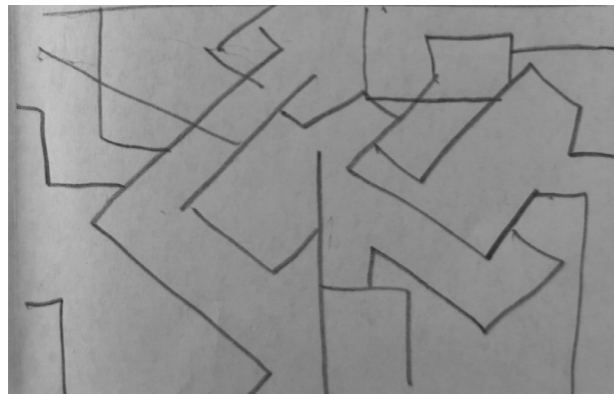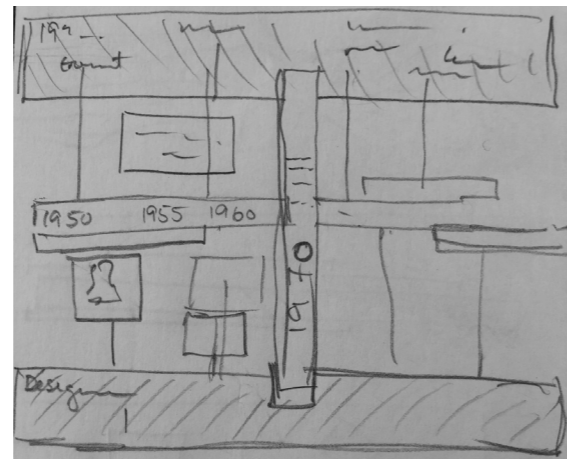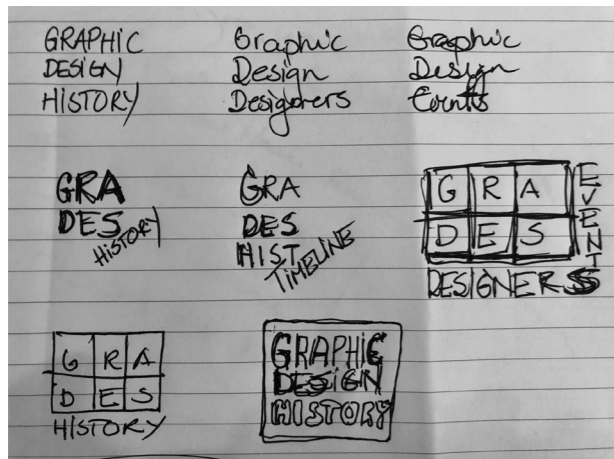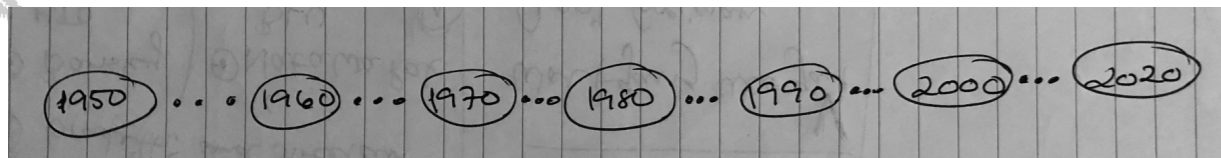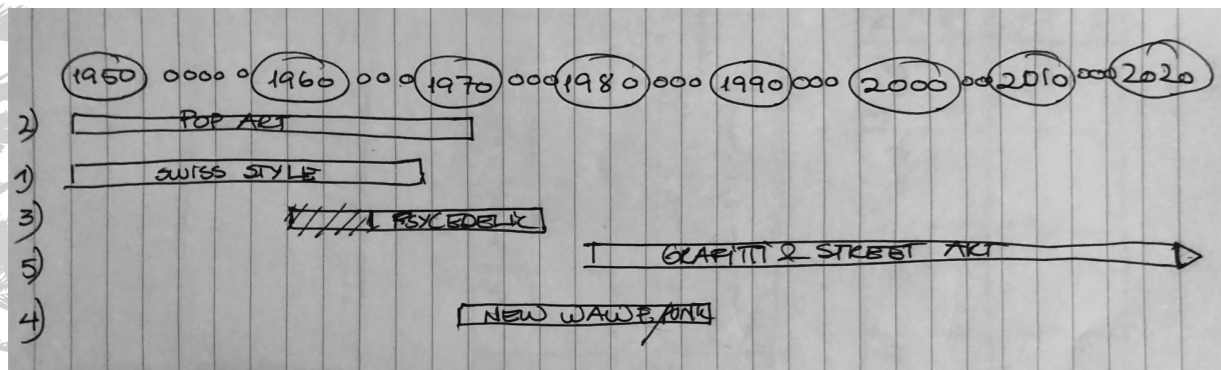
GRAPHIC DESIGN DESIGNERS

intro to period 1950 - 2020 side1

swiss style side 2

pop art side 3

psycedelic movement side 4

new wave and punk side 5
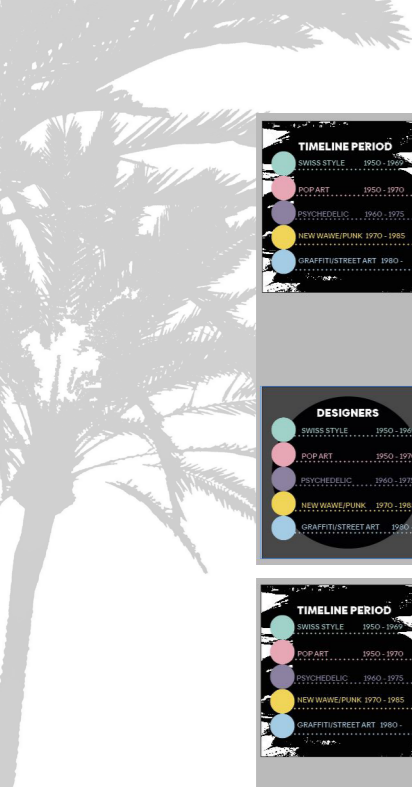
grafitti and street art side 6

GRAPHIC DESIGN DESIGNERS

intro to events & designers 1950 - 2020 side8

swiss style side 9

psycedelic movement side 11

GRAPHIC DESIGN HISTORY

new wave and punk side 12
grafitti and street art side 13
side 7

GRAPHIC DESIGN HISTORY

GRAPHIC DESIGN HISTORY

GRAPHIC DESIGN DESIGNERS

GRAPHIC DESIGN DESIGNERS

GRAPHIC DESIGN HISTORY

GRAPHIC DESIGN DESIGNERS

GRAPHIC DESIGN HISTORY

new wave and punk side 5

grafitti and street art side 6

GRAPHIC DESIGN DESIGNERS 1950-2020

new wave and punk and event side 12

grafitti and street art and event side 13

GRAPHIC DESIGN HISTORY 1950-2020

GRAPHIC DESIGN DESIGNERS

GRAPHIC DESIGN HISTORY

TIMELINE PERIOD SWISS

SWISS

DESIGNERS

Final folded leaflet:

Moodboard

Single fold

Z- fold

Gate fold

French fold

Cross fold

Roll fold
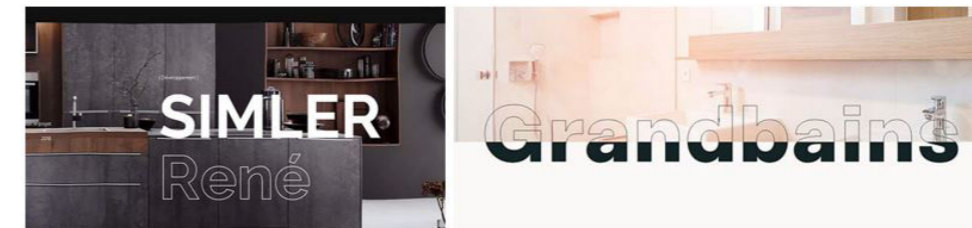
Design

When it comes to design, style, typography, colors and composition/layout for this task, I wanted to design an interesting folded leaflet that is simple, delicate and modern. The leaflet will give a modern impression with delicate appropriate colors, and it will contain relevant and necessary information for the graphic periods and designers it will present. If the reader wants more information, there are QR codes that can be used to access more information.

The purpose of this folded leaflet is to present five different graphic design periods from 1950 - 2020 on a timeline, along with a selection of some well-known graphic designers from the period, for graphic design students. I repeat here some of my focus points, which are previously mentioned under 1.2 Strategic design.

For the folded leaflet, I focused on:

- Modern design
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

The picture below shows the finished result of the folded leaflet, the online version:

The picture below shows the finished result of the folded leaflet, with print marks:
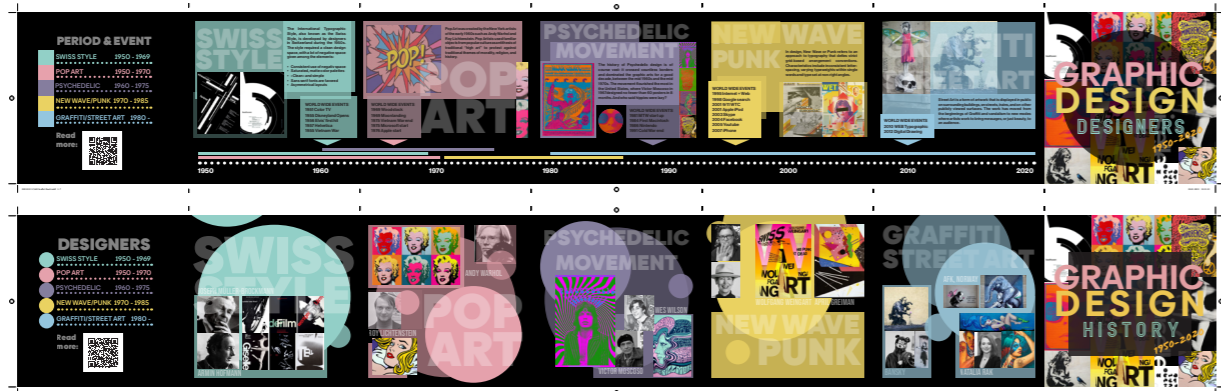
The pictures below shows the finished result of the folded brochure, printed on a plotter. I got it printed in real size where the format is square, 14x14cm, 7 fold and 14 pages. At the company dprint in Spain, where I got the job done, they did not have the option of double-sided printing at wished size, so I had to get two prints, fold both according to the fold marks, put them together back to back - and then cut off the printer mark field. The result can be seen below:

Style/genre

I had no idea what the folded brochure would look like before I started the process with research, but I wanted a design that would hit the target audience. The first thing I did was to do research different folding varieties, and test which ones that could fit the project. Many different types of layout were folded by hand and some were quickly excluded before I landed the one chosen. (See sketch section).

I had the strategic focus points above in mind when it comes to style, and I think the style in the folded leaflet sure convey simplicity and is neat and modern.

The style I have chosen should fit with all five periods that are presented in the folded leaflet. The font selection I have selected, points to the swiss style with the use of different sans-serif fonts.

The color choice was picked from pop art, but with a delicate variation of the color that fit into all periods, and with different levels of transparency, and layer upon layer. Black is used as a background color, and works together with all elements.

Simple graphic shapes in the form of squares and circles tighten up text and image fields, and separate the two information "stories" from each other.

One page of the leaflet shows the Graphic History on a timeline, and the other page famous Graphic Designers from the different periods.

The front of both stories is put together with designs from all periods, this to create an interesting expression, and it is here intended that the information inside the brochure should be presented in a simple and pretty design style.

Typography

Before choosing the font for my design, I researched different fonts. I decided to find suitable varieties for the folded leaflet, which we give an interesting, modern and nice expression that suits the periods to be presented. I wanted that the leaflet should have sans-serif font choices. Something like Helvetica, a sans-serif font, originated during the period the Swiss Style, and was developed in 1957 by Max Miedinger together with Eduard Hoffmann.

The typography should be clear, welcoming, professional and modern. Selected typography has a great impact on the visual in the leaflet, and is an important tool. I chose different variants for testing:

Great Love	Montserrat	Neue Haas Grotesk Display	Helvetica	Hikou
Modish	Flood Standard	Proxima Nova	Bebas Neue	Hando
Filson	Biennale	Gill Sans Nova Inline	Tokyo	Sinews Sans

The picked ones:
Biennale - Heavy, Bold, SemiBold
Neue Haas Grotesk Display Pro - Medium
Bebas Neue - Regular
Hikou - Inline
Flood Standard - Regular

Biennale - **Heavy** Bold Semibold
Neue Haas Grotesk Display Pro - Medium
BEBAS NEUE - REGULAR
HIKOU – INLINE
FLOOD STANDARD - REGULAR

I think these work well together in the folded leaflet:

Here follows a short description of the selected font types:
(See sources under Font inspiration)

Biennale
is a geometric typeface with a strong character and a large x-height which make it an excellent choice for a wide range of applications, such as headlines or branding.

Although common in style, Biennale distinctive details and color on the page allow users to create really unique designs. The font comes in 11 weights, from Hair to Heavy, and includes matching italics.

As you would expect from Latinotype, this typeface comes with a standard set of 417 characters that support over 200 Latin-based languages.

Neue Haas Grotesk Display Pro
The first weights of Neue Haas Grotesk were designed in 1957-1958 by Max Miedinger for the Haas'sche Schriftgiesserei in Switzerland, with art direction by the company's principal, Eduard Hoffmann.

Neue Haas Grotesk was to be the answer to the British and German grotesques that had become hugely popular thanks to the success of functionalist Swiss typography. The typeface was soon revised and released as Helvetica by Linotype AG.

For Christian Schwartz, the assignment to design a digital revival of Neue Haas Grotesk was an occasion to set history straight. "Much of the warm personality of Miedinger's shapes was lost along the way. So rather than trying to rethink Helvetica or improve on current digital versions, this was more of a restoration project: bringing Miedinger's original Neue Haas Grotesk back to life with as much fidelity to his original shapes and spacing as possible.

Bebas Neue
is a sans serif font family based on the original Bebas Neue free font by Ryoichi Tsunekawa. It has grown in popularity and become something like the "Helvetica of the free fonts".

Now the family has four new members – Thin, Light, Book, and Regular – added by Fontfabric Type Foundry.

The new weights stay true to the style and grace of Bebas with the familiar clean lines, elegant shapes, a blend of technical straightforwardness and simple warmth which make it uniformly proper for web, print, commerce and art.

Hikou
Hikou – Free Font Family is designed and shared by Mehmet Reha Tugcu. Hikou is a versatile display typeface that's great for titles and logos. It pairs well with any other font type and works in any size. Hikou features tons of styles to choose from and two weights. It includes uppercase multilingual letters, numbers and punctuation. It pairs well with any other font type and works in any size. Hikou Outline is the perfect font for fun designs.

Flood Standard
Flood Std is the perfect font for all your fun designs, and was designed by Joachim M ller Lanc. You can use the Flood Std to create interesting designs, covers, shop and store name and logos. The font Flood Std is also perfect for branding projects, Homeware Designs, Product packaging – or simply as a stylish text overlay to any background image.

Colors

Colors, together with typography, images and composition, is an important tool for reaching the target group. Consistent use of the color palette not only enhances the expression, but color can also visually gather objects and create a context. In the assignment with the leaflet, I have deliberately used color to separate different periods and the graphic designers who belong to the period, something that visually communicates with the reader, in addition to the images and text.

When it comes to choosing colors for the design, I wanted the colors, along with the design, to give the folded leaflet a modern, simple and interesting expression for the target audience, which is graphic design students.

I went through different color groups and varieties, but did not find anything that was - wow! I then put together a picture of some of the great designs within the periods, which I also wanted to use for the covers of the folded leaflet, and I used these pictures to pick out colors with Adobe colorpick. The colors were chosen carefully, and the color palette I ended up with harmonized with the content to be presented in the leaflet. Here I felt that "wow, I like this", and I thought the colors gave an inviting, warm and exciting expression. Colorpick with Adobe:

Color choice for the folded leaflet:

#E4A3A7	#938FA9	#F0C946	#96C1AE	#9FC2D5
RGB 228, 163, 167	RGB 147, 143, 169	RGB 240, 201, 70	RGB 150, 193, 174	RGB 159, 194, 213
HSV 356, 29, 89	HSV 249, 15, 66	HSV 46, 71, 94	HSV 153, 22, 76	HSV 201, 25, 84
CMYK 0, 29, 27, 11	CMYK 13, 15, 0, 34	CMYK 0, 16, 71, 6	CMYK 22, 0, 10, 24	CMYK 25, 9, 0, 16
LAB 73, 25, 8	LAB 61, 7, -13	LAB 82, 0, 67	LAB 75, -18, 5	LAB 77, -7, -13

Black, white and some aditional variations of grey, if needed:

#000000	#FFFFFF	#C2C2C2	#D1D1D1	#E0E0E0
RGB 0, 0, 0	RGB 255, 255, 255	RGB 194, 194, 194	RGB 209, 209, 209	RGB 224, 224, 224
HSV 0, 0, 0	HSV 0, 0, 100	HSV 0, 0, 76	HSV 0, 0, 82	HSV 0, 0, 88
CMYK 0, 0, 0, 100	CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 24	CMYK 0, 0, 0, 18	CMYK 0, 0, 0, 12
LAB 0, 0, 0	LAB 100, 0, 0	LAB 78, 0, 0	LAB 84, 0, 0	LAB 89, 0, 0

Composition, layout, grid

To arrive at the best possible format, I tested folding different varieties of folded leaflet; Single fold, Z-fold, Gate fold, French fold, Cross fold, and Roll fold. When it comes to layout, design and grid, I tried to imagine the five periods, a timeline and presentation of around ten well-known graphic designers - and which variant could fit (see chapter 2.4 Sketch). Personally, I like a good grid and a neat structure in my design, so the choice fell on Z-fold with 7 fold and 14 pages, that should cover the content I wanted to present. Front page, intro and the five periods.

Through the research and design phase, I focused on a neat, simple and modern design. The leaflet should be interesting, simple, with clean lines and a delicate design in a good combination of typography, colors, shapes and images. I wanted to design a neat leaflet with a grid that places images, text and elements in a way so that they emphasize each other but do not collide. The purpose being that the design combines my requirements in terms of composition, layout and content.

A QR code is placed on each introductory pages, where the reader can get more comprehensive information about themes, periods and designers. Both QR codes point to separate information pages that currently have little content, both are under construction.

I divided the task into different parts, first I focused on the format of the leaflet. Then I did research on the various graphic design periods to be presented, well-known graphic designers, images, events, graphic forms and other content. Collected it together so that I could focus on finding the right colors and fonts that matched the content, in terms of composition, layout and grid I had set up in the InDesign file.

See the section for sketches, for more pictures.

The final leaflet first version:

Printed Leaflet

The pictures below show the finished result of the folded leaflet, printed on a plotter. I got it printed in real size where the format is square, 14x14cm, 7 fold and total 14 pages. The supplier company dprint in Alfaz, Spain did not have the option of double-sided printing or cut it. So I had to get two prints, fold both according to the folding marks, glue them together back to back and cut off the mark field. The process can be seen below:

Printed Leaflet

To visualize the folded leaflet, I also create some mockups from envatomarket:

In summary, I feel that I have created a good design. When I look at the folded leaflet, I think that I have achieved what I wanted - a modern, simple and fresh design through selected colors, images and layout for the target audience.

Throughout my work as a designer in this process, I have tried to be structured, and kept in mind all design development steps, and plan for each step. I have designed a folded leaflet I am very happy with, and I think the style and expression is good. There may be a lot that can be done better, both adjustments and technical, but I think the design is good in terms of my expertise.

This has been an very inspiring and exciting task - and I've learned a lot!

CA03 CHANGES

Feedback

Some of the feedback from the assignment says that (briefly retold): [... *The leaflet design is playful and interactive, with unexpected design elements. This makes the leaflet memorable and allows it to stand out well.*

The overall style of the leaflet is edgy and artistic, which suits the intended target market very well.

The leaflet layout is angular and layered, with elements that are aligned unconventionally. This leads to a creative and interactive feel. The underlying grid of the layouts could still be slightly more consistent, to ensure that the unpredictable and playful layout style is still grounded by a framework that is consistent throughout the leaflet. This would allow viewers to enjoy the unexpected designs even more, without spending time on making sense of the grid. Shape was used very effectively to create distinction between the different types of information in the layout of the leaflet.

The timeline design is clear and easily understandable. The design style of the timeline ties in very well with the design style of the rest of the leaflet. This allows the timeline to appear both functional and striking. The content is relevant and communicates clearly.

The primary typeface is clean and edgy, which would appeal to the intended target market. The amount of typefaces used on the cover could be reduced – as the leaflet design is already intensive, the typography can remain clean. The colour palette is edgy and trendy, which would again appeal to the target market very well. The dark back-ground creates a strong artistic feel.

The image quality is good and the content of the images is relevant. The alignment of the images could be neater, especially where images are shown in a grid together. The fold is functional, and flows well with the direction of the contents and the timeline. The leaflet is printed, folded and photographed for presentation in the report. Mock-ups are also included.

Report: The appearance of the report is neat, with a clear structure. The contents of the report are very thorough, and show extensive investment into the creative process and the research on the target market goes into great depth, and is very insightful. The mood boards are thorough and extensive, and the planning of the leaflet and the fold is documented in detail in the report.

The thinking behind the design decisions is strategic and planned. It is based in solid research and clearly keeps the intended target market in mind. The design justifications are clear and thought through very well, with a strong strategic approach. ...]

I completely agree with the proposal that the amount of typefaces used on the cover could be reduced, and that the alignment of the images could be neater, especially where images are shown in a grid together.

I also see that I could work even more with adaptations to the underlying grid and the layouts could still be slightly more consistent, to ensure that the unpredictable and playful layout style is still grounded by a framework that is consistent throughout the leaflet. But I chose to leave the brochure as it is with pictures, color fields, shapes and text.

Changes

The changes I have made are based on feedback I have received after submitting the course assignments, and are:

1. Reduse amount of typefaces on the coverpage
2. Alignment of the images, where images are shown in a grid together

See the changed leaflet in pdf version here:
https://www.stockmanndesign.no/myportfolio/pdf/ca03_graphic_design_history.pdf

Typefaces

To reduse amount of typefaces on the coverpage I changed the period year from Flood Std. to Proxima Nova Extra bold. I first tried with Biennale, which is used in the text, but the number 1 did not work, so choose one typeface that was similar, Proxima Nova Extra bold. See the version with Flood Std. above.

Images

These pages got adjusted their images:

Preface

A photo is a powerful and widely used tool in advertising, and it makes it easier for the designer to reach the right target group. Using photography to communicate a message through different working methods as the process of research, analysis and identification of drivers and barriers gives an exciting end-result. And as the designer of this "Product Advertising" it is a good idea to have some thoughts of developing a personal work style. Planning a photo session that matched the chosen product was incredibly fun and educational - and I learned that photography takes a lot of time!

Changes

Feedback on the assignment was good, but the suggestions for change from the supervisor lift the poster to an even better product. When it comes to changes in this course assignment, I adjusted the logo a bit, corrected the product image as there was a slight residue around. Then, in addition to the gold version, I made a version with white text and a white logo, which gives a more contrast.

In the chapter "CA04 Changes" you can read more about the changes. Link to the changed poster in gold and white:
https://www.stockmanndesign.no/myportfolio/images/ca04/poster_gold.jpg
https://www.stockmanndesign.no/myportfolio/images/ca04/poster_white.jpg

The poster:

Introduction

Using photography as the main focus, this course assignment involves creating a street poster and marketing a product.

The background image must be of a pedestrian street at night, in my city. The aim of the exercise is to get a grip on photography and how to use your camera creatively, as well as experiment with lighting. It is important to think about what works together to create the right atmosphere and message using model/view/lighting etc.

Interpretation of the task

This report describes the research and work process for CA04 – Product Advertising. The purpose of this assignment was with photography as main focus to create a street poster, promoting a product.

The poster should consist of:
- Photo of a Gågaten at night
- Slogan
- Logo
- Product photographed in a studio
- Size: A2

The aim of the exercise is to get a grip on photography and how to use my camera creatively, as well as experiment with lighting. It is also important to think about what works together to create the right atmosphere and message using motive/view/lighting.

I have chosen to solve this task through a lot of internet research on the topic, research to find the best place for pedestrian photography, how to take good product photos and not the least learn to solve the problem practically through what we have learned in the modules and through InLearning courses.

Strategic Design

The visual is the first thing customers will associate with this product, and it is therefore very important to have a good plan for the process of designing a street poster for this purpose.

Before I dive into the task, I think about "how to make the best possible product", a routine I have taken with me in all the tasks from:"why a logo" *(ref. Logo Design Workbook)*:

- Differentiate from competition
- Create a focus
- Provide clear identification
- Create credibility
- Communicate the message
- The design must have a purpose
- Enable the audience to form a personal relationship
- I ask myself when designing; what, how and why

Conduct research is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is about being able to effectively find the best information for your needs. But first you need to know your client and their product or service, with making a good brief:

M

BRIEF

CLIENT INFORMATION
PRODUCT
TARGET AUDIENCE
REQUIREMENTS
STYLE & DESIGN
GOAL

CLIENT INFORMATION
"Manufacturer" of perfumes articles to be promoted for customers.

PRODUCTS
Using photography as focus and create a street poster, promoting a product.

TARGET AUDIENCE
The product I choose to advertise here is the perfume Good Girl, and the target audience is women between the ages of 20 and 65 who use perfume.

REQUIREMENTS
Create a poster, and the poster should consist of:

- A background photograph of a "Gågate" at night
- Size of the poster: A2
- Slogan
- Logo
- Promoting a product, photographed in a studio

Some initial thoughts:
Typography: Luxury, stylish, clear
Colors: Colors picked from the product photo
Focus: Good photos!
Quality: A2 poster need good quality of both street photo and the product photo

STYLE & DESIGN
The style and design of the poster is wanted to be classic and elegant with a feeling of luxury. A warm eye-catching design and content aimed at the target group.

GOAL
Goal: To create an interesting and eye-catching poster for advertising the Good Girl perfume.
To achieve the goal, there must be a good design, good photos, and interesting content.

Date of completion: 2021/02/19   Contact person: Marit Stockmann
2021-02-05
MSS   1

I chose to conduct visual research by first collecting, then visualizing and analysing:

- Information; from different Internet resources, websites, images, articles and InLearning-courses
- Have a clear strategy for search: Know the desired information need, develop a research topic, refine a topic, keywords, search string
- Evaluation of information
- Ethical use, knowledge about issues related to privacy and copyright
- Citation and source

The target group is women between 20 - 65 who are interested in cosmetic and perfume. This is a target group that is constantly looking for a new product on the market, the perfect perfume which sets them selvs apart from other ladies, and which gives extra good feeling of use.

I did a consumer profile, read more under the chapter "Research and work process".

For the poster, I focused on:

- Good photos, both street photo and the product
- Warm and luxury design
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

After the strategic thoughts and the target audience, I started the research process to find and collect inspiration for creating a simple interesting and eye-catching design, where I took into account the points above.

Research and work process

Creative methods and research

Creative methods, research work process were carried out in different steps, each step being a separate part of the workprocess of completing the assignment. My work and research started for each of the five different design steps by going through the tasks and check out what I need to keep in mind when developing and designing the task.

The work process for this project went through:

- **Conduct research** — This is a very important part of the design process. It is not only the research part that is important, but also how you process the collected data – be information literate. It is about being able to effectively find the best information for your needs. But first you need to know your client and their product or service.
- **Clarify strategy** — Before I begin the project, I make sure that I have a strong understanding of what to make, the product, the content, the target audience, and the message. I made a brief; a short format that helps to focus on the task. (See the brief under strategic design.)
- **Design the poster** I — The first step after I have the strategy clear is to start a brainstorming, some sketching and then put together inspiration of the product on a mood board.
- **Photosession** — This is followed by two different photo sessions, one for product photography and one for street photography. I had already chosen the product for promotion, but to find the perfect pedestrian street I had to go on a reconnaissance trip. Then I took sample photos with a mobile phone, and then came back with a tripod and camera in the right light and setting.
- **Design the poster** II — Step two is practical work with the poster. Bring design ideas into the work with the logo in Illustrator, and then take the logo with me further into Photoshop, along with photos and text in different layers.

I quickly chose the product I wanted to promote in the poster, but I had no idea what the poster would look like and wich street I would choose to photo before I started the process with research. I wanted a design that would hit the target audience and I got good help during the process with the task from various courses in InLearning, and from the modules from the NOROFF study. Color Adobe is used, also in this exercise, both for inspiration color code and to check if color choices match.

Inspiration methods

For inspiration, I researched on the internet for information on poster design that were relevant to this task. Variants of pictures, colors and fonts. I thought it was interesting and used a moodboard to record impressions and good ideas. I am also continuously following inspirational blogs for design trends, whether there are trends that may be relevant to the task I am working on, and not the least to understand a little about the trends that are coming.

I must mention that purchased books through in this study, also in this task, has been a great inspiration and help for me when it comes to developing the poster:
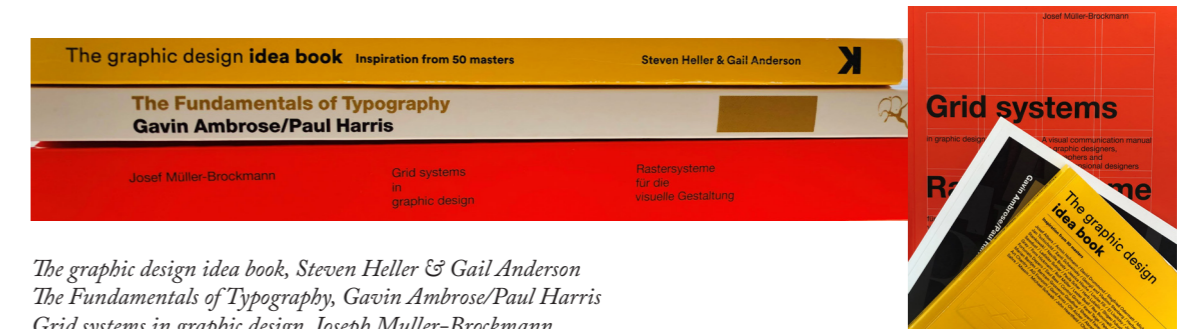
The graphic design idea book, Steven Heller & Gail Anderson
The Fundamentals of Typography, Gavin Ambrose/Paul Harris
Grid systems in graphic design, Joseph Muller–Brockmann

Photos of moodboard (chapter 2.5) with inspiration design for images, layout, colors and leaflets.

Analysis

In the survey above, the focus was on designing a street poster with the promotion of a product. The target group is women and I focused on how I could meet the target audience with my design. It is important to choose the style, images, fonts, colors and layout that trigger the audience as intended.

Target audience

The target group is women in between 20 - 65 who are interested in cosmetic and perfume. This is a target group that is constantly looking for a new product on the market, the perfect perfume which sets them self apart from other ladies, and which gives extra good feeling of use. While working with research and analysis, I became observant that men in adulthood who buy gifts for their loved ones are also an important part of the target group. I had not included this in the brief. So with the choice of photos for the street poster it was important for me to also include men.

Buyers of this perfume have a decent economy and vary in the age of 20 - 65 years, but most are in the age of 30 - 45 years. But we also see variation variations both down and up in age, as economy is often important when choosing perfume . I chose to focus on the group 30-45 years, and created a consumer profile on that basis..

Consumer Profile

The work with the comsumer profile:

Consumer Profile - Personas

Name	Julia Perez
Title/occupations	Real Estate Brooker
Age	38
Gender	Female
Children	Two
Income	€ 30 000 (year)
Location	Alfaz del Pi, Spain
Houshold composition	Married
Car	Yes
Education level	High

Background	Active lady, living in a household with her husband and two children
Motivation	Real estate agent, urban and stylish lady
Political view	Family policy , environment, and reuse of products
Interests	Friends, family, and relationships between people. Loves to be social and go to cafe and restaurant with loved ones and extended family. She also plays tennis and goes hiking in the mountains.
Customer Goals	All ladies, including Julia, want the perfect perfume!
Spending habits	Good family finances, and with a focus on the environment and finances when she buys products. Julia is concerned with looking good and uses perfume daily, since she has many customers

What problem are they solving by using our product/service?
Gets a perfume with an exclusive look and a fantastic smell

What is the most important to our customer about our product?
That the product smells amazing on her

What are the concerns or anxieties the customer may have about our business? That this product does not smell good on her

What are some of the potential turn-offs that would make the customer not return to our business? That the product is too expensive, that the perfume bottle has a dull and uninteresting design and not least if there is a bad perfume smell

How much are they willing to spend on our type of product?
Somewhere between € 20 - € 80, depending on size and brand

What are the best ways to reach this customer?
Areas that the product can be advertised in/on; magazine, window posters, taxis, cinemas, TV commercials, instagram, facebook and delivery of small perfume tests to the customers

CONSUMER PROFILE

The work with the analysis for the consumer profile, the Personas:

Personas - Statement

INCOME
INCOME
€ 30.000,-
REAL ESTATE BROOKER

INTERESTS
FAMILY AND FRIENDS. LOVES TO BE SOCIAL AND GO TO CAFE AND RESTAURANT. SHE ALSO PLAYS TENNIS AND GOES HIKING IN THE MOUNTAINS

SPENDING HABIT
GOOD FAMILY FINANCES, AND WITH A FOCUS ON THE ENVIRONMENT AND FINANCES WHEN SHE BUYS PRODUCTS

LOCATION
RENTED APARTMENT, ONE CAR, LIVE IN ALFAZ DEL PI, COSTA BLANCA, SPAIN

CUSTOMER GOALS
ALL LADIES, INCLUDING JULIA, WANT THE PERFECT PERFUME!

MOTIVATION
REAL ESTATE AGENT, URBAN AND STYLISH LADY

POLITICAL VIEW
FAMILY POLICY , ENVIRONMENT, AND REUSE OF PRODUCTS

AGE
JULIA PEREZ, LADY; 38 YEARS

Julia Perez, Real Estate Brooker, 38 years and married. Julia is an urban and stylish lady. She lives in the small town Alfaz del Pi (Costa Blanca, Spain), in a rented apartment with her husband and their two children. They own a car.

She is a real estate agent at one of the large broker offices in Altea. Her income is based on salary and commission, and she and her husband have a solid family economy as both are full-time employees.

She has busy weekdays with work og school for the children. They are enjoying a lot of activities. At the same time, she is very concerned about family and friends, the environment, source sorting and recycling.

When she is not at work, she loves to be with family and friends, and she is a diligent user of the nature nearby. She loves to be social and go to cafes and restaurants.

She regularly plays tennis and goes hiking in the mountains. On TV, she watches some news - but otherwise she watches series via Netflix and HBO.

She is proud to have found her direction in life and got a good job.

Competitors

Competitors for this street poster with the promotion of a perfume bottle, are other perfume manufacturers who want to market their product. I comment on some competitors below:

Dior (perfume) **Gucci** (perfume) **Lancome** (parfume)

When I go through the competitors' posters, they all have good advertising on posters with good pictures and creative slogans. They all use well-known design agencies that are really good at this, and it is difficult to find something to put their finger on.

They all have delicate designs, only a few mentioned here, which express well-being, happiness, sensuality and luxury.

Here it's all about hitting the target audience spot on with the visual expression; image and text. So that the target group identifies with the product, or likes the promoting and goes to the step of trying the product - or buying the product.

Dior's Poison with the use of gold and purple. Dark, mysterious, sophisticated and delicate!

Gucci's poster in black and white with gold, where the woman literally floats forward in pleasure and self-confidence. Gucci Premiere is a gorgeous fragrance created to remind of the Premiere Collection of couture gowns the brand has manufactured for the most famous of stars from Hollywood.

Lancome's "La vie est belle", life is beautiful, with Julia Roberts beeing everything one could wish for.

Good Girl (the task)

Good Girl is a sensual and sophisticated fragrance, which reflects women's duality. I have included this description in the design and composition of the poster. The poster is divided in two with a street in the middle and the building on each side. The perfume bottle (stiletto) can be on the move up or down, it is up to the viewer where the journey goes. Warm colors and light create a good atmosphere and the combination with gold, and blue gives a luxurious and sophisticated expression - which also reflects the fragrance. The street scene is not distinctly feminine, but can also capture the interest of men.
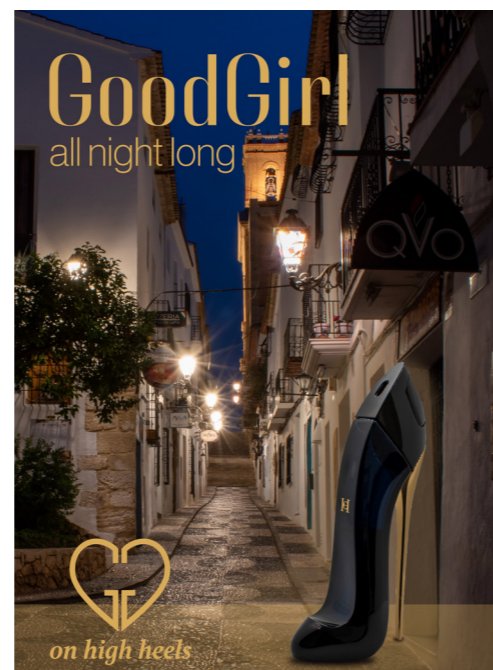
Sketches

Process for the poster and the logo, handsketches:
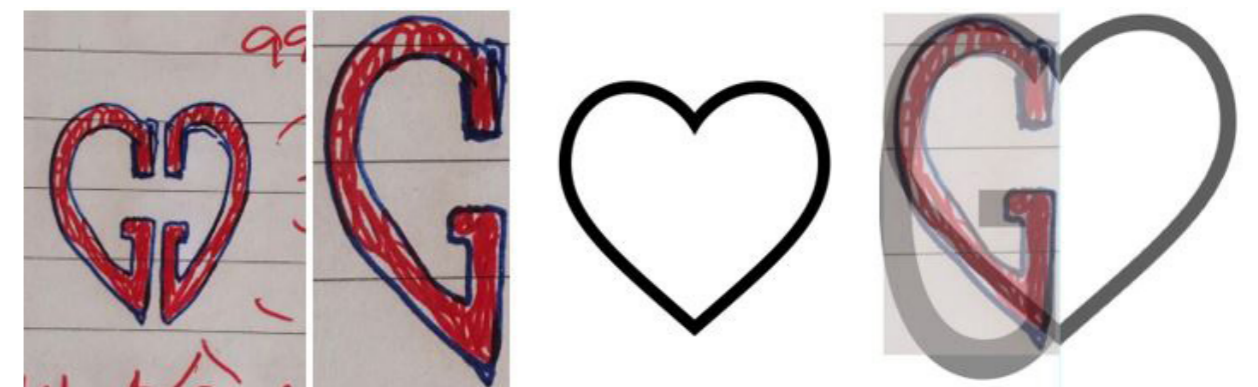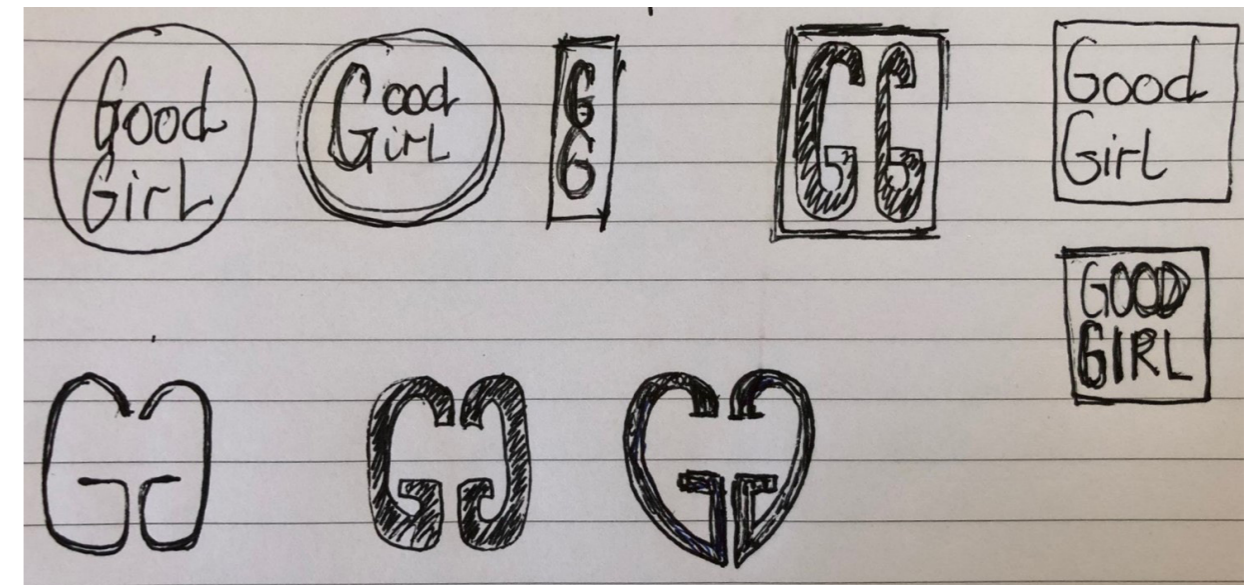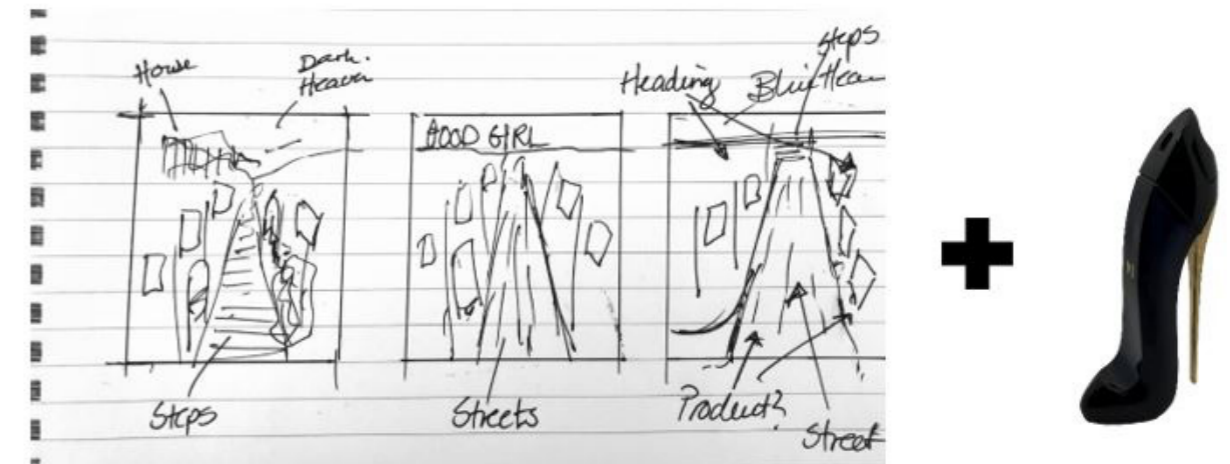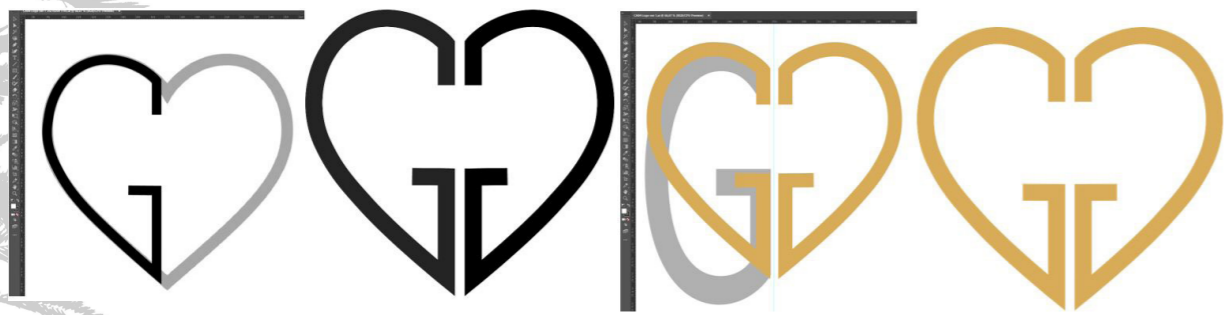
I also designed a logo for the old town of Altea, for use in the street poster. I had misunderstood the task, so there was no need for it. I include it here, as it is part of the digital sketching process.
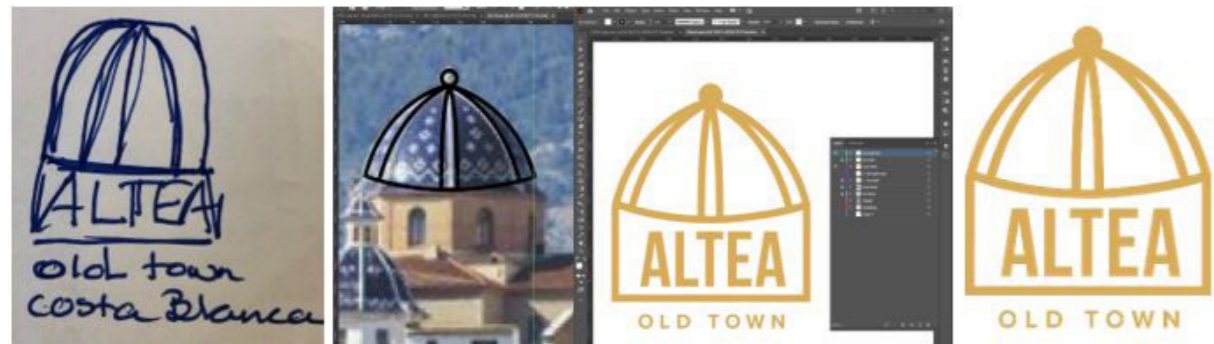
Maskingprocess in photoshop:
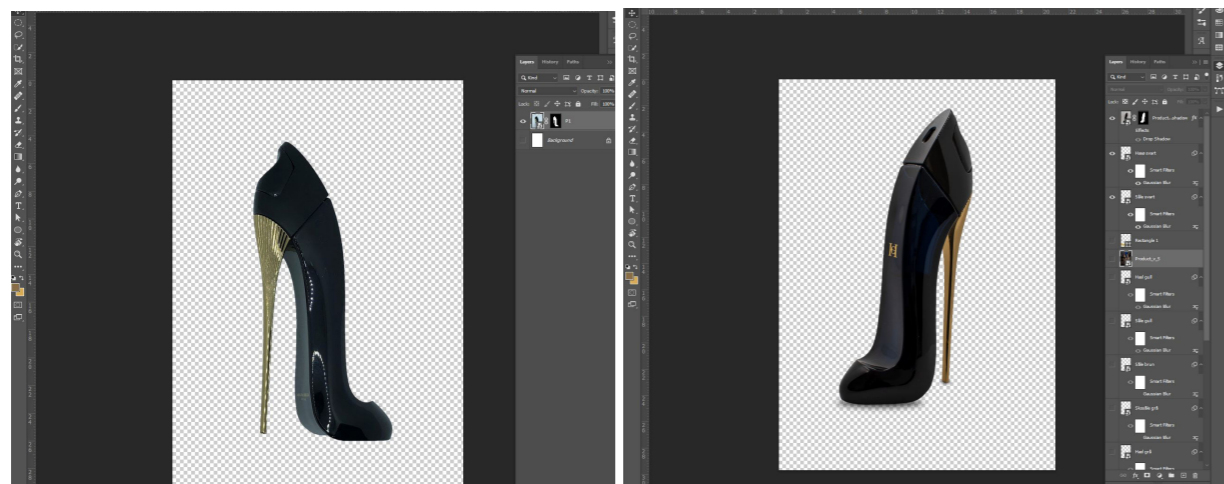
Digital sketches for the poster:
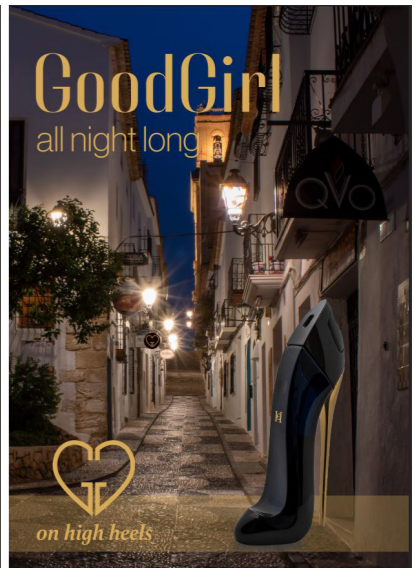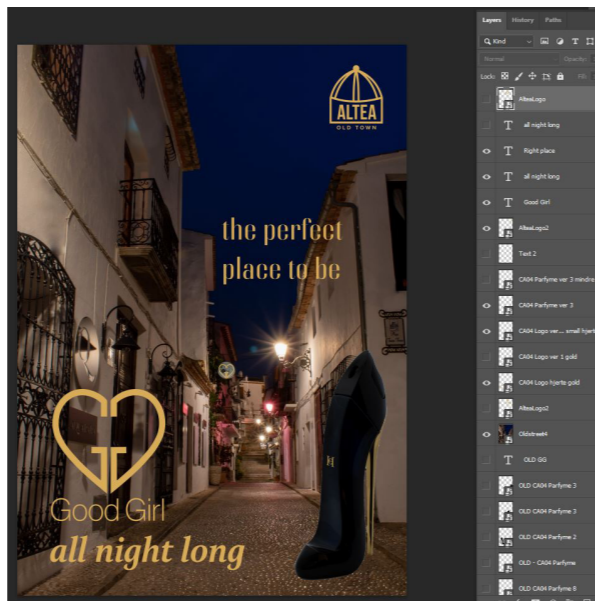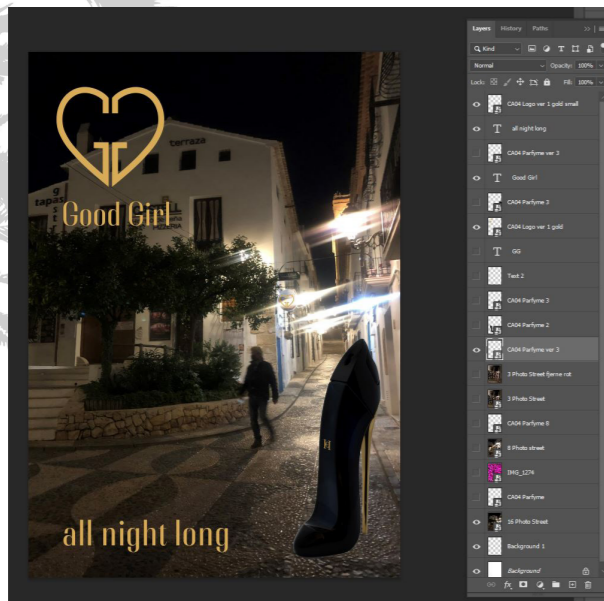
Final version before changes in Photoshop:

Moodboard

Research of the street location (my own mobile photo):

Logo inspiration:

Poster inspiration:
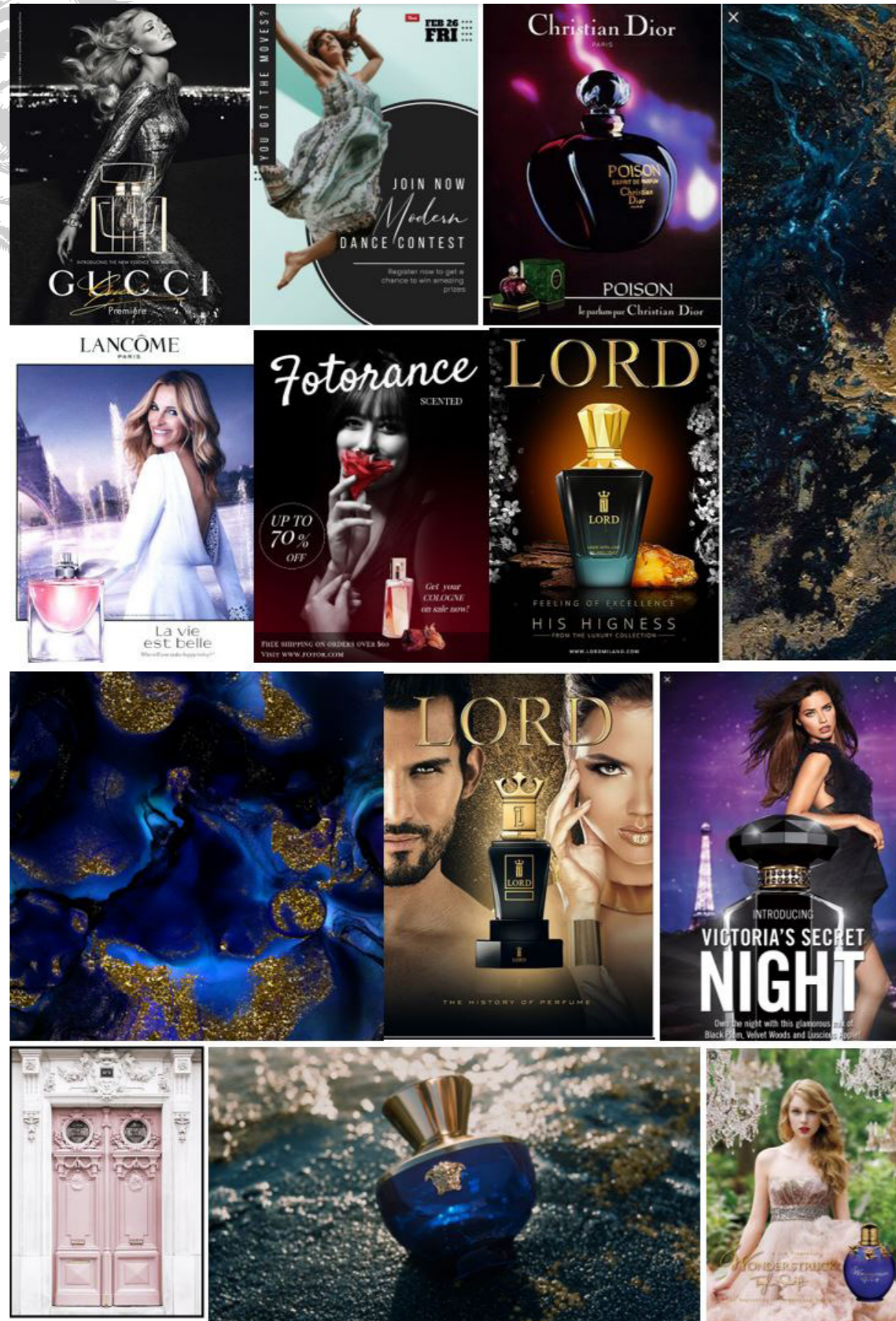
Design

When it comes to the style and design of the poster I wanted it to be classic and elegant with a feeling of luxury. A warm eye-catching design, and content aimed at the target group.

The street poster will give the promoted product, here the perfume Good Girl, the right frame for the desired expression. A good image for the background will along with the product and with only the necessary text capture the viewer's attention.

The purpose of this assignment is with photography as main focus to create a street poster, promoting a product. I repeat here some of my focus points, which are previously mentioned under 1.2 Strategic design.

For the poster, I focused on:

- Good photos, both street photo and the product
- Warm and luxury design
- Clean and consist visual design
- Colors
- Typography
- Keep it simple
- Get inside the head of the target audience

The picture below shows the finished result of the street poster (before the changes for the semester portfolio):
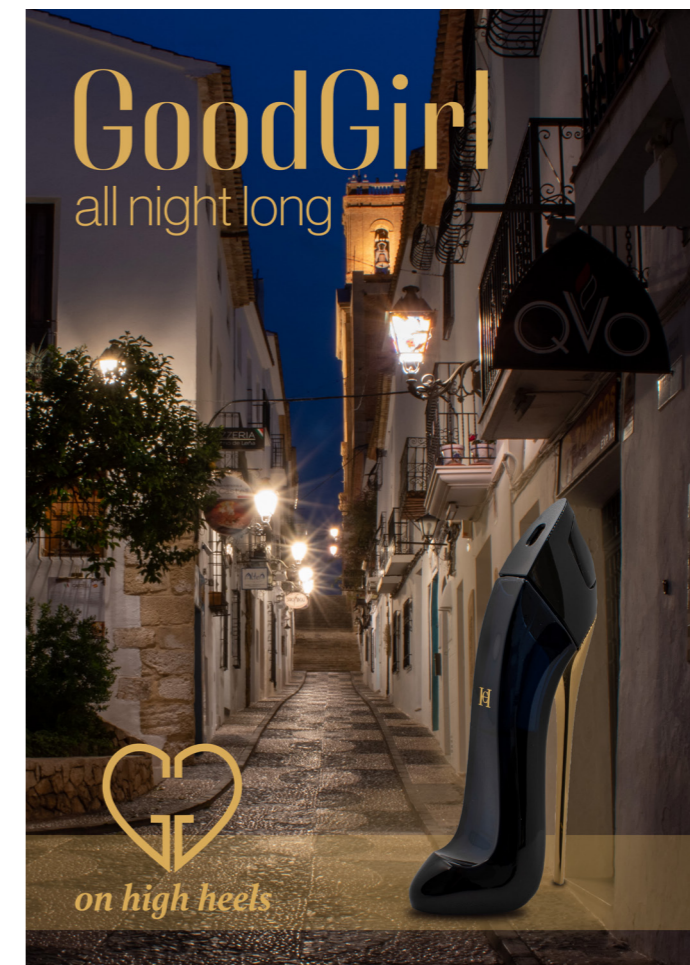
The picture below shows the finished result of the street poster, with print marks (before the changes for the semester portfolio):

Style/genre

The brief is clear that the style and design of the poster should be classic and elegant with a sense of luxury. A warm, eye-catching design and content aimed at the target group. I wanted to come up with a design that would hit the target audience.

To find the style genre for the promotion of perfumes, the first thing I did was to examine different advertisements and posters for other perfumes, how they were put together. There were also some good examples in the thesis text. I selected the product to be promoted early in the process, and after researching at the appropriate location for the street photo, I started working on what could fit the project. Different layouts and three different background images were tested before I landed on the chosen one. (See sketch section).

I had the strategic focus points above in mind when it comes to style, and I think the style in the street poster conveys a classic and elegant expression with a sense of luxury. The style is highlighted by the photo combination of the product and the background.

The text in the poster has been given an elegant and classic look by the use of various sans-serif fonts in gold, although often luxury products use serif fonts.

The color choice gold that I used for the logo and text was picked from the pictures, where there were blue tones and gold along with golden brown tones. The gold heel together with gold in the logo and text reinforces the sophisticated expression.

I designed the logo with the two GGs in Good Girl, inspired by Coco Chanel and Gucci. Put the two Gs together, one mirrored where I used a heart as a base. Simple graphic shapes where the two G's become a heart. A small space between the letters clearly visualize the meaning of the logo.

Typography

Before choosing the font for my design, I researched different fonts. I decided to find suitable varieties for the street poster, which will give a sophisticated, elegant and luxurious expression that suits the product to be advertised.

I wanted that the poster should have sans-serif font choices. Something like Helvetica, a sans-serif font, originated during the period the Swiss Style, and was developed in 1957 by Max Miedinger together with Eduard Hoffmann.

The typography should be clear, welcoming, professional and modern. Selected typography has a great impact on the visual in the leaflet, and is an important tool. I chose different variants for testing:

Helvetica	Montserrat	Neue Haas Grotesk Display Pro	Sinews Sans	Couture Sans
Biennale	Calluna	Proxima Nova	Bebas Neue	Hando

The picked ones:
Couture Sans - Regular
Neue Haas Display Pro - Extra Light
Calluna - Bold Italic

Couture Sans - Regular
Neue Haas Grotesk Display Pro - Extra Light
Calluna - Bold Italic

I think these work well together in the folded leaflet:

Here follows a short description of the selected font types:
(See sources under Font inspiration)

Couture Sans
FontBros says among other things on their web pages, about Couture and Couture Sans, that this is a reassessment of all of the things that made the font of Imre Reier's Corvinus great, distilled in a logical, consistent system. There's a hint of the past, a subtle homage to the canon of early modern and Art Deco type. Each typeface, as if pulled from the pages of a fashion magazine, brings with it a whole new level of sass and style.

Designers: Pflug and Summerour Year: 2014.

Neue Haas Grotesk Display Pro
The first weights of Neue Haas Grotesk were designed in 1957-1958 by Max Miedinger for the Haas'sche Schriftgiesserei in Switzerland, with art direction by the company's principal, Eduard Hoffmann. Neue Haas Grotesk was to be the answer to the British and German grotesques that had become hugely popular thanks to the success of functionalist Swiss typography. The typeface was soon revised and released as Helvetica by Linotype AG.

For Christian Schwartz, the assignment to design a digital revival of Neue Haas Grotesk was an occasion to set history straight. "Much of the warm personality of Miedinger's shapes was lost along the way. So rather than trying to rethink Helvetica or improve on current digital versions, this was more of a restoration project: bringing Miedinger's original Neue Haas Grotesk back to life with as much fidelity to his original shapes and spacing as possible.

Designers: Max Miedinger / "digital revival" Christian Schwartz.

Calluna
Calluna was born more or less by accident. Buivenga says on MyFont: "When I needed a little break from designing Museo I was just fiddling around a bit to see if maybe a full slab serif would be something to have a look at. [.....] I ended up using the idea for something I always wanted to do: making a rather
serious text face. The goal was to make a text font, but one with enough interesting details.

In the end, it all came down to finding the balance in a typeface between the robustness needed to function as a text face and enough refinement to look good as a display font."

Designers: Jos Buivenga Year: 2009.

Colors

Colors, along with typography, images and composition, are an important tool for reaching the target audience for this campaign. Consistent use of the color palette not only enhances expression, but colors can also visually collect objects and create a context. In the task with the street poster, I have deliberately used colors to collect the image used as the background and product photo.

It is important here to have a visually good communication with the viewer, using a few tools, such as pictures and text.

When it comes to choosing colors for the design, I wanted the colors together with the design, to give that poster a sophisticated, elegant and luxurious expression for the target group.

After taking the product photo, and some variations of the street photo, which were to be used as a background in the poster, I went through different color groups and variations. Since there was a lot of blue in the pictures and golden light and brown colors, I landed on gold as a text color. This fits perfectly with the brown tones in the picture and together with the blue sky. They complemented each other - like complimentary colors!

The color palette was also put together with a few more colors, for use in the report.

Adobe Color is a very good tool in this work.

#021859	#021140	#010D26	#D9AC59	#474747
RGB 2, 24, 89	RGB 2, 17, 64	RGB 1, 13, 38	RGB 217, 172, 89	RGB 71, 71, 71
HSV 225, 98, 35	HSV 225, 97, 25	HSV 221, 97, 15	HSV 39, 59, 85	HSV 0, 0, 28
CMYK 98, 73, 0, 65	CMYK 97, 73, 0, 75	CMYK 97, 66, 0, 85	CMYK 0, 21, 59, 15	CMYK 0, 0, 0, 72
LAB 12, 21, -41	LAB 7, 15, -32	LAB 4, 4, -17	LAB 73, 7, 48	LAB 30, 0, 0

Composition, layout, grid

The visual is the first thing customers encounter, and it is therefore very important to have a good plan for the process of designing a street poster for this purpose.

To get the best possible result on the street poster, I tested several locations for the background photo, and investigated which would provide different composition options. I was aware that the quality of the images to be used had to be good. Throughout the research and design phase, I focused on a classic and elegant design with a sense of luxury, and with content aimed at the target group.

When it comes to layout, design and grid, I tried to imagine the duality the Good Girl perfume represents. I chose symmetry in the photo, with two rows of houses with a pedestrian street that separates them. Good Girl - Bad Girl, the viewer can imagine that the "perfume shoe" can go in different directions, the gaze of the viewer is drawn inwards in the picture, and the viewer can wonder where the journey goes, while the product still is large enough that it is always in focus.

The perfume bottle is placed on a field of gold to mark both the exclusivity and the focus, in addition, it is shaded under the sole and heel to attach it to the ground.

I divided the task into different parts, first I focused on research of posters and how this works visually in the perfume industry and the photography of the product and the background. Then the logo and practical work with the poster. I masked the product and put it together with background and text. There were many different versions made. (See the sketches).

The purpose was to create an interesting and eye-catching advertising poster for the Good Girl perfume, and that the design combined my requirements in terms of composition, layout and content. See the section for sketches, for more pictures.

The final poster:

Photo Session

From the photo session. The first six from research of which streets were relevant for the task:

Selected image from the product photo session, here masked out and put on shadow. Transparent PNG file:

Two selected photos from the photo session in the old town of Altea, which I used in the further work with the street poster:

Mockup

To visualize the poster, I also create some mockups:

CA04 CHANGES

Feedback

Some of the feedback from the assignment says that (briefly retold): [... *There is a strong concept brought in with type, colour and the photography style. There is a modern and minimal feel to it with an elegant and upperclass idea brought in. The fonts are great, really good contrasts and are chosen according to the theme creating a solid and consistent look. The colours work, I do think the logo could be in white for better contrast and readability. The design is balanced and clear, there is some alignment issues, the logo could align to the top text.*

The product photograph as well as the background image are very well taken – both are clear and in focus and have a good play with light. Good play with angle and lighting here again, clear and well adjusted. The background image has golden undertones that are nicely brought into with the text colour adding to the theme. Good composition. The product could just be better cut out, there is a slight residue around it.

The introduction is a very good start to the report, good overview of the task ahead. This more to a strategy and well explained analysis. Research of the target market is very well included, there is also a consumer profile which adds nicely to research. Very good mood boards as well as evidence of theme and style research. These include ideas as well similar products. The process if very well described and presented showing solid evidence of planning and execution. The style and design justifications are well mentioned and includes visuals to back up choices. The photoshoot and studio is very well discussed.and again includes visuals. ...]

I agree with the proposal that the logo on the poster could align to the top text, and that the product could just be better cut out, there was still a slight residue around it. I will also try out a white text and logo version.

Changes

The feedback on the assignment was good, but the suggestions for change from the supervisor lift the poster to an even better product. When it comes to changes in this course assignment, I adjusted the logo a bit, corrected the product image as there was a slight residue around. Then, in addition to the gold version, I made a version with white text and a white logo, which gives a more contrast.

I first tried a version where I just changed the logo from gold to white, but it did not work. Then I also changed the text to white, so that it became a completely white variant, and this worked very well.

I personally like the variant with gold the best, which gives a somewhat more exclusive and luxurious look.

Version in gold: https://www.stockmanndesign.no/myportfolio/images/ca04/poster_gold.jpg
Version in white: https://www.stockmanndesign.no/myportfolio/images/ca04/poster_white.jpg

Below the logo align to the top text, and next a better cut of the product, to remove the slight residue around:

Below the poster versions in gold and white:
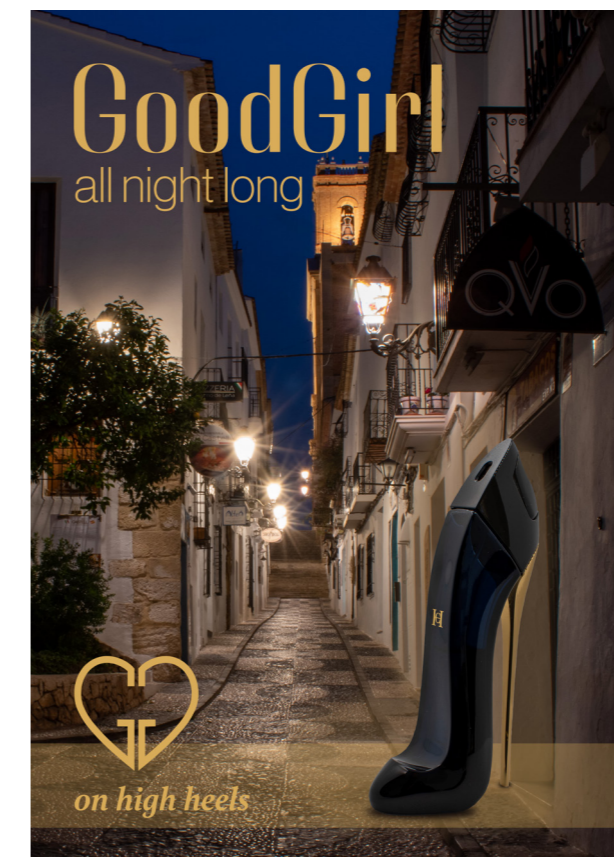
WEBSITE PORTFOLIO

Link to my interactive portfolio, where I show my mandatory assignments from the third semester of Graphic Design. My portfolio is programmed in HTML & CSS.

Link to my portfolio: https://www.stockmanndesign.no/myportfolio/index.html
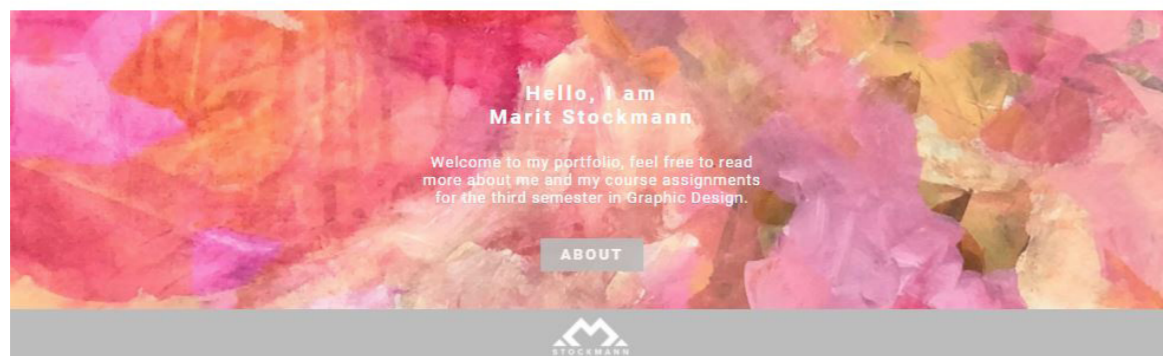
WEBSITE & REPORT PORTFOLIO

About - My Portfolio

The starting point for this semester's interactive portfolio was the work on the course assignment CA01. An incredibly exciting design project! With that as a basis, I wanted to challenge myself by trying to create my own portfolio web site with coding in HTML and CSS. A front page with underlying pages for viewing the four course assignments was planned, and was followed by an "about page" about me, and links in the menu to the portfolio report and the reflective journal.

For the portfolio report in the third semester, I have tried to keep a common style on the reports. I have used the same photo for the front page, a palm photo, as a tinted light version inside the report, but with a varied color scheme. In this written portfolio report, I have combined the same palm photo with the painting I have used on the website portfolio. The painting I have made myself. (See the used palm photo on page 115.)

I made my personal touch on the website using one of my recent paintings, and I have used the painting as a background image on the website, as a mask in the palm image and the letters on the homepage on the website and on the front page of the report. Gray color was used as a color combination with the painting both on the website and in the report, so that it would not be too "sweet". With a colorful image with organic shapes, it was appropriate with san-serif fonts with simple and clean lines on the web page. The choice fell on Bebas-Neue and Roboto in combination with my signature in Modern Symphony Script. The written report for pdt kept the fonts as before, but I replaced the Battery Park on the front with Bebas Neue and added my signature in Modern Symphony Script on the back.

Focus - My Portfolio

I have built up my website portfolio by coding it in HTML & CSS, and I think that I have created a neat and structured portfolio. Below some of the focus point:

- I have used a self-painted image to personalize my portfolio and show a little of who I am

- The starting point was web pages and work I have done before

- Simplicity and only necessary content, in combination with links to the finished work

- Responsive website

- Header is clickable on all pages and leads to the homepage

- Navigable with link to the subpages, student blog "My reflective journal" and the portfolio report and About page

- The links to CAs, present my work

- About page is a page about me. Here is also contact information and an e-mail link

- I have made the footer as simple as possible, without much information, as I want visitors to go to the about page to find contact information about me. The footer logo leads to the homepage

- Favicon for the browser tab

REFLECTIVE JOURNAL

TThe link to my reflective journal, where I publish my work and my reflections during the semesters in my Graphic Design study:

https://maritstockmann.wordpress.com/

REFLECTIONS

Working with the graphic design tasks and the portfolio has been incredibly interesting, and I have learned much more than expected.

In this semester I have been encouraged to challenge myself as a designer. New knowledge has gradually come into place through the curriculum, courses, communicating in the forums and research on my own.

The learning activities and the course assignments have been very interesting since we have had the freedom to give them a personal touch, and I have gradually gained better expertise in Adobe Dreamweaver, HTML and CSS coding, and web design.

The work I have done with photography, logos, illustrations and layouts has challenged me to expand my knowledge of design and how to use applications such as Photoshop, InDesign, and Illustrator.

Fortunately, the skills have gradually increased, and through this and the previous semester I have seen that my skills in the digital applications, and the understanding of what graphic design is all about, have become better. I know that these are skills I will need later as a graphic designer. I'm looking forward to learning more.
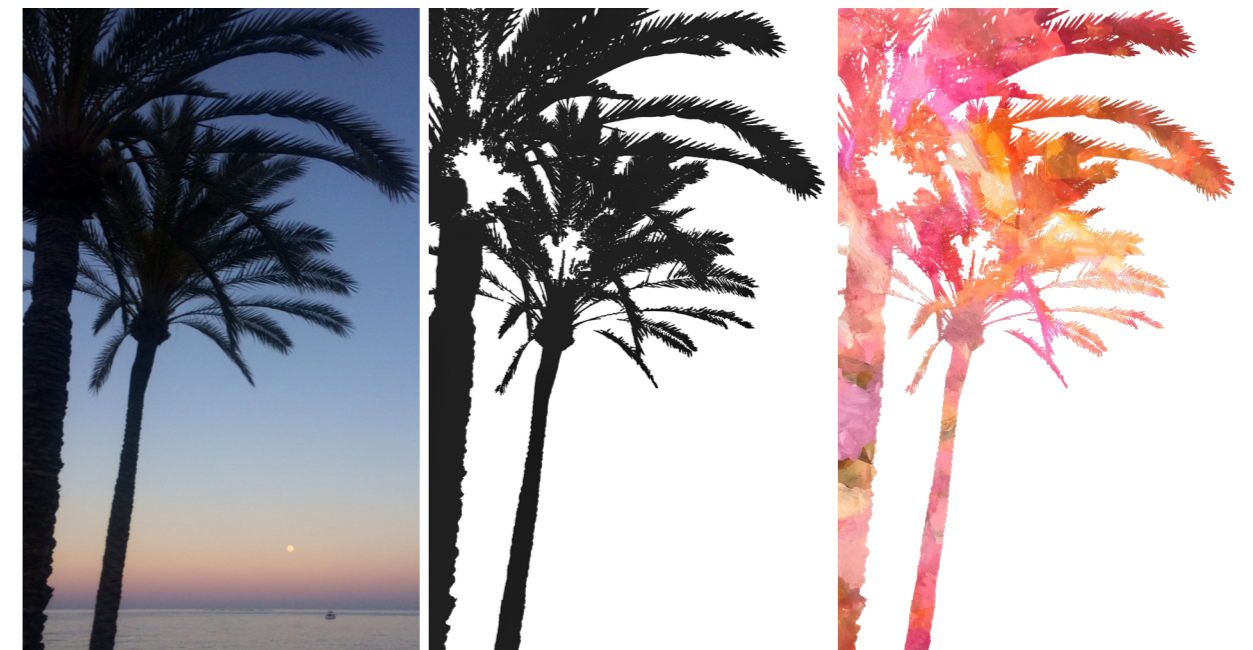
SOURCES

CA01

Responsinator
Responsinator.com, http://www.responsinator.com/?url=https%3A%2F%2Fwww.stockman-ndesign.no%2Fnobelprize%2Findex_black.html

Inspiration The Nobel Prize - Moodboard photos and text inspiration
Design Cuts, Background Images, https://www.designcuts.com/?s=backgrounds&post_type=product&type_aws=true&id=1&filter=1

Design trends 2020-21 (links for my compilation)
99designs, https://99designs.no/blog/trends/web-design-trends/
DesignModo, https://designmodo.com/web-design-trends-2020/
Graphic Mama, https://graphicmama.com/blog/web-design-trends-2020/
TheeDigital, https://www.theedigital.com/blog/web-design-trend
Codica, https://www.codica.com/blog/12-leading-ui-ux-design-trends-to-dominate-in-2020-2021/
Merehead, https://merehead.com/blog/10-website-color-schemes-trends-for-2021/
99designs https://99designs.no/blog/trends/graphic-design-trends
Venngage, https://venngage.com/blog/graphic-design-trends/
DAN, Digital Agency Network, https://digitalagencynetwork.com/top-10-graphic-design-trends-to-watch-for-in-2019/
Sondora, https://sondoramarketing.com/blog/2020-web-design-trends/

Color
Color, Color Adobe, https://color.adobe.com/nb/create/color-wheel/
Design Cuts, https://www.designcuts.com/?s=backgrounds&post_type=product&type_aws=true&id=1&filter=1
Merehead, Merehead, https://merehead.com/blog/10-website-color-schemes-trends-for-2021/

Font inspiration
Graphic Mama, https://graphicmama.com/blog/creative-typography-design-ideas/
20 Best Google Web Font, Awwwards, https://www.awwwards.com/20-best-web-fonts-from-google-web-fonts-and-font-face.html
Top 20 Fonts, DeColore, https://www.decolore.net/top-20-fonts-that-will-be-outstanding-for-designers-in-2020/
Bebas Neue, Fontsquirrel, https://www.fontsquirrel.com/fonts/bebas-neue
Bebas Neue, Adobe, https://fonts.adobe.com/fonts/bebas-neue

Didot, Wikipedia, https://en.wikipedia.org/wiki/Didot_(typeface)
Didot, Myfonts, https://www.myfonts.com/fonts/linotype/didot/
Proxima Nova, Adobe Fonts, https://fonts.adobe.com/fonts/proxima-nova
Proxima Nova, Dafont, https://www.dafontfree.io/proxima-nova-font-free/
Roboto, Google Fonts, https://fonts.google.com/specimen/Roboto#glyphs
Roboto, Adobe, https://fonts.adobe.com/fonts/roboto

Curriculum and books for inspiration
Study and reference material from Noroff
The Fundamentals of Typography, Gavin Ambrose/Paul Harris
Why Fonts Matter, Sarah Hyndman

W3schools
W3schools, https://www.w3schools.com/

In Learning
Mapping the Modern Web Design Process, Morten Rand-Hendriksen, https://www.linkedin.com/learning/mapping-the-modern-web-design-process/welcome?contextUrn=urn%3Ali%3AlearningCollection%3A6703587360220696576&u=43268076

Online Marketing Foundations, Brad Batesole, https://www.linkedin.com/learning/online-marketing-foundations-3/what-is-online-marketing?u=43268076

Designing Websites from Photoshop to Dreamweaver, Sue Jenkins, https://www.linkedin.com/learning/designing-websites-from-photoshop-to-dreamweaver/welcome?u=43268076

Creating a First Website in Dreamweaver CC 2017, Paul Trani, https://www.linkedin.com/learning/creating-a-first-website-in-dreamweaver-cc-2017/welcome?u=43268076

CSS Card Hover Effects, https://www.youtube.com/watch?v=60v3PKVjM2Q

How to Create Flip Card Click Effect using only html & css, https://www.youtube.com/watch?v=dHHmFHI0pNw

Responsive Services Box with Flip Animation using only HTML & CSS, https://www.youtube.com/watch?v=76KZkJ-Lar4

CA02

Inspiration

11 Simple Steps for a Sucsessfull Brand Building Process, Freshsparks.com, https://freshsparks.com/successful-brand-building-process/

4 steps, Celine Gainsburg, https://celinegainsburgrey.com/en/create-coherent-effective-visual-identity-4-steps/

Captivate Your Audience With Visual Branding, Learning Hub, https://learn.g2.com/visual-branding

How to Create a Powerful Brand Identity, https://www.columnfivemedia.com/how-to-create-a-brand-identity

Design mistakes that can cost your brandin, https://www.smartinsights.com/online-brand-strategy/brand-development/design-mistakes-that-can-cost-your-branding/

Logo Design Love, https://www.logodesignlove.com/brand-identity-style-guides

Farm Fresh to You, http://www.farmfreshtoyou.com/

Adams Matkasse, www.adamsmatkasse.no

Kolonial.no, www.kolonial.no

Rekoringen, https://www.smabrukarlaget.no/norsk-bonde-og-smabrukarlag/matnyttig/lokalmatringer/aktive-reko-ringer/

Packaging, Google search, https://www.google.no/search?q=package+farm+fresh&tbm=isch&ved=2a-hUKEwj7nbjF1PfsAhXBvyoKHTVXAlsQ2-cCegQIABAA&oq=package+farm+fresh&gs_lcp=CgNpbWcQAzoFCAAQsQM6AggAOgQIABBDOgQIABAeOgQIABATOgYIABAIEB5Q77_8A-1j8gP0DYPWE_QNoAHAAeACAAVqIAdsIkgECMTiYAQCgAQGqAQtnd3Mtd2l6LWltZ8AB-AQ&sclient=img&ei=8VyqX7vhBsH_qgG1ronYBQ&bih=1074&biw=2445

Mockup https://www.google.no/search?q=mockup+cardboard+box&sxsrf=ALeKk01LFG-gi-GOfyEFOMKb4Iygj2saYEw:1605091037840&source=lnms&tbm=isch&sa=X&ved=2a-hUKEwjPyJGJpvrsAhVhpIsKHRMJDwkQ_AUoAXoECAQQAw&biw=2034&bih=1122

Mockup Van, https://www.behance.net/gallery/63627523/Free-Ultra-Realistic-Delivery-Van-Mockup-Set

Vegetable Free Download Image, http://www.pngall.com/vegetable-png/download/1585

Brand Guide, https://issuu.com/search?language=en&q=brand%20guide&sortby=date&type=publication

Consumer Profile, https://nl.freepik.com/vrije-vector/costumer-profile-infographic_4510174.htm

Moodboard

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