

Marianne Rogers

CSCI 114

Logo Assignment

1/27/2012

Company Choice: Green Acres Landscaping

Tools Used: Selection Tool

Square Tool

-I created the leaf by first adding a square, and using a few different tools listed below to alter it

Direct Selection Tool

Convert Direction Tool

-Used to create the curves of the leaf from the original square

Add Anchor Point Tool

-This aided in creating a more natural curvature for the leaf from the square object altered by the convert direction tool

Swatches

-Used to choose the vibrant green for the body of the leaf, as well as a darker green for the outline of the leaf

Stroke

-Altered the stroke to create the outline of the leaf, as well as the leaf's stem

Text Tool

-Created multiple text boxes with different fonts in order to create a retro feel as a nod to the TV show "Green Acres"

Group Tool

-Grouped all of the shapes and strokes used for the leaf together
-Grouped the text together

Ruler

-Used for aligning text and graphic

Overall, I was hoping to keep the design as clean as possible, keeping in mind that a landscape company will need to put its logo on things like its website or flyers, but also on the side of a truck, a tshirt, or have it embroidered on a polo shirt for its workers. I made the text retro (as stated above) to reference the old tv show, but I made the leave very modern and clean to offset the old feeling.

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Calendar Assignment

February 15, 2012

Calendar Assignment Justification

For this assignment, the goal was to create three pages from a year-long calendar that was to be sold to benefit the Humane Society. I chose three different animals to highlight. I chose a dog and a cat as two of my animals as most people enjoy the company of at least one of them, and that might lure them in to buying the calendar (or at least increase their enjoyment of it if they have already purchased it). I chose a chinchilla as the first animal to put on the calendar because they are a little bit ridiculous looking and I thought that this might cause people to stop and look at the calendar a little longer and remember why they bought it: to benefit the Humane Society.

Finding the pictures was the most difficult part of the assignment, as I wanted each photo to have a uniform background and similar lighting to make the calendar look more cohesive. The background was easy to fix (via path/clipping/etc) but the lighting and style of photo was more difficult to keep uniform. I also had a hard time fitting three coupons on the calendar, because my natural inclination was to make them in an even number, which would allow two on each side of the page. I think I found a natural balance in evening out the larger coupon with two smaller ones and the name of the month, though.

Other than finding the pictures, the whole assignment went very smoothly. I had some small issues formatting my master page, but once I managed to fit everything on it, there was smooth sailing for placing pictures and changing text. This is, of course, the point and glory of using a master page to make projects run in a more smooth fashion and to make every page look uniform.

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February 8, 2012

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Justification for Sawdust Advertisement

For the magazine advertisement for the Sawdust Art and Craft Festival, I looked for inspiration on the website, and also in the art I have seen come from the area where the festival is held, Laguna Beach, California. I found a painting of the beach itself as the main graphic on the ad. I used the eyedrop tool to select a color from the background of the painting and made it the overall background of the advertisement so I could blend the image in with the ad and create a casual, 'beachy' feel. I also wanted the colors to match in order to create a more cohesive look, so I also used the feather tool to help in this. I used the eyedropper tool again to select colors from the Sawdust website, and the path tool to select the windows on the building featured in the picture in the header of the site. I wanted the ad to reflect the setting (the beach town of Laguna) but also have clear ties to the festival through the direct reference to the three windows and the color scheme. I did change the size of the windows and the font of the current Sawdust logo in order to make the ad more attractive (as the current logo was grainy when downloaded and expanded). I chose more casual fonts for both the contact information and the text to reflect that this was a more casual event.

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Project 5 [Menu]

Justification for Hollywood Sandwich Shoppe Menu

Since the text was already provided for the menu, I created a place for a sandwich special, and created a reusable layout for the menu to be altered every month. For the special, I choose to create a place at the very top of the first inner page of the menu because it is the only part of the menu that will be changing on a regular basis. This will allow customers to jump straight to the special and see it, as opposed to the rest of the menu, with which they may already be familiar. Likewise, I put the desserts on the back of the menu to separate them as something more special (or at least significantly different) than the rest of the menu in that they are not a food type that is typically chosen as an entrée.

For the general formatting, I set the titles of food “genres” (special, sandwiches, salads, desserts) to be larger than the other items and in bold so that they would be clearly different from the other items, and did the same for the item names, but to a lesser extent and with the added alteration of italics for emphasis. I changed the font for both of these items, as well. Subsequently, I had to do a fair amount (more than expected) of playing around with the different font sizes and white space in order to make the columns on the inner portion of the menu line up exactly how I wanted them to. This was a surprisingly frustrating part of the assignment. Eventually, I did manage to get them set up so that the special, sandwiches, and salads were the only items on the inner portion of the menu.

For the images, I choose several different pictures that were film themed to keep in line with the Hollywood theme of the restaurant. For the inner pages, I

made the images very transparent so that they would not detract from the text, and I left the images on the front and back of the menu dark so that they might be more noticeable.