

Cecilia Harder: Abstract for SAS Logo Design Presentation

Introduction

I propose to present the story of the design process of my logo design submission for the Student Academic Showcase. I drew from several ideas and sources in this design process and was delighted to receive notice that it was the winning design.

Methods

The presentation will be primarily a visual presentation in the form of a poster presented on an easel. I will also be present to explain the process and answer any questions.

The poster will illustrate chronologically the design process from start to finish. The first images on the poster will be sketch work and the brainstorming I did, then an image of my initial submission to the Showcase Committee which I did in color pencils. The poster will include the revised logo with revision suggestions I received from the Committee once I was notified that I was a semi-finalist. The finished logo design with the revisions that were kept and a few minor changes that made the logo up to NWC brand standards will figure prominently on the poster.

Results

My experience of designing the logo reflects the artistic process of starting with an idea, sketching, developing visual images, and finalizing a composition.

I look forward to sharing this experience with the public.