



MMD 30205 APRIL 2023
INTRO TO CREATIVE MEDIA DESIGN
ASSESSMENT _'VISUAL DESIGN'

CHIN TZE WEI

0357423

SECTION 02

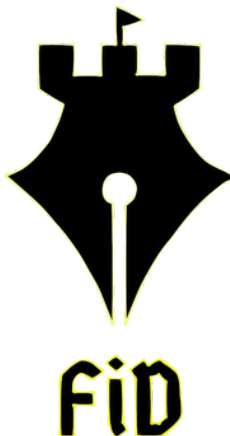
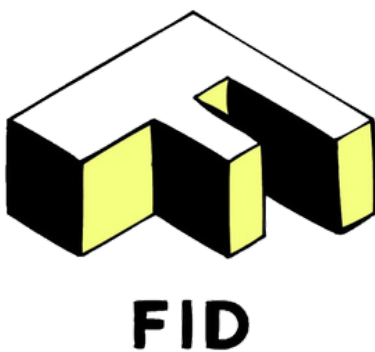
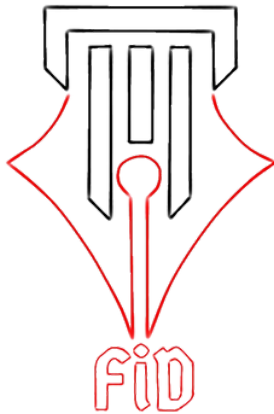
Foundation in Design, TAYLOR's COLLEGE

LOGO PROPOSAL

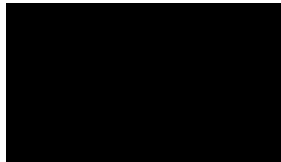
3 PROPOSED KEYWORDS

BASE CREATE SOLVE

9 LOGO SKETCHES



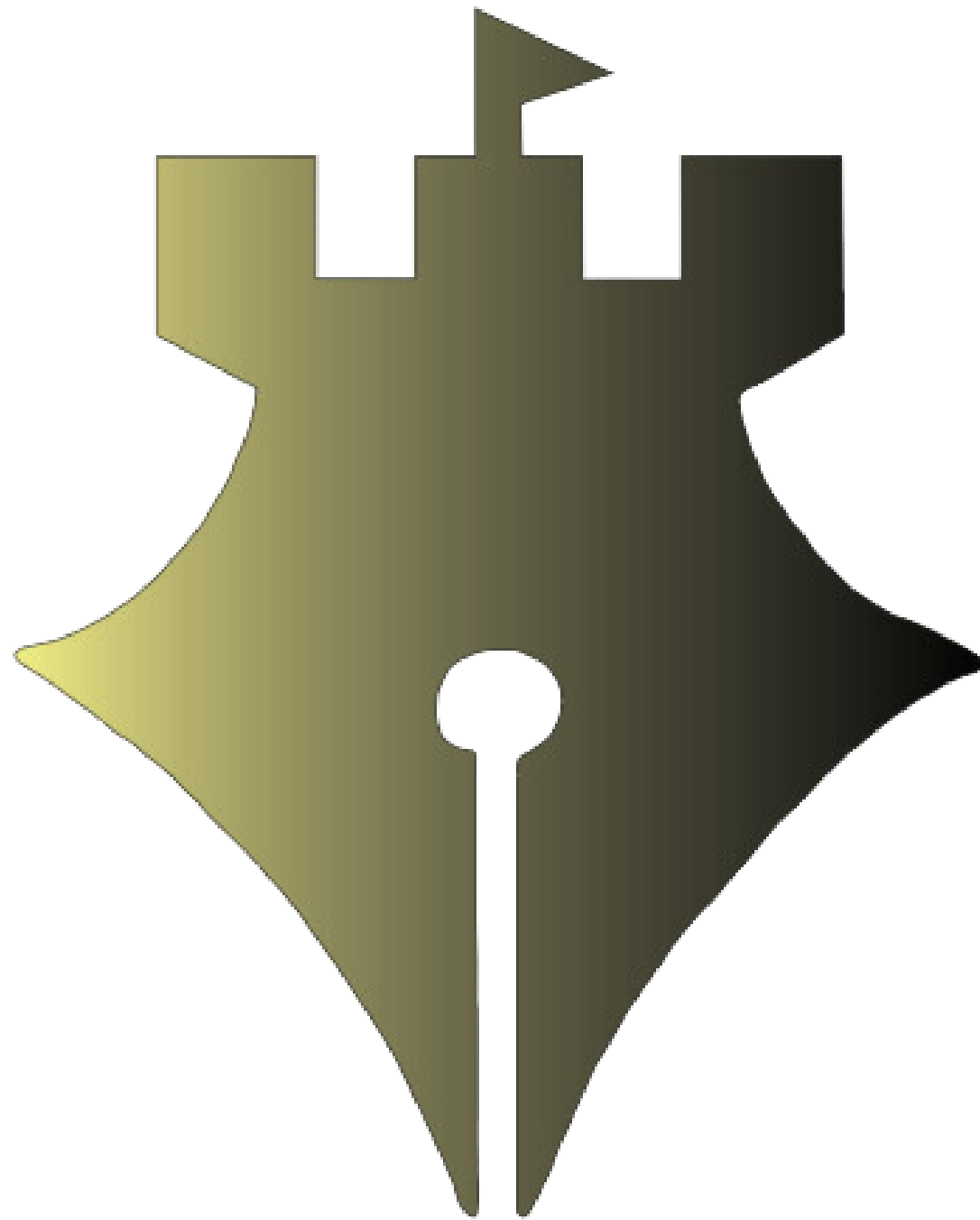
COLOUR PALETTE



LOGO MEANING

At the beginning of designing this logo, all the thoughts in my head revolved around, school, pen, and wrench. So naturally, the image is all about them. As for why these three elements, it's because I think the foundation symbolizes a good base for us to absorb the skills we need before we go out to work in the community, and the school is the one that provides these skills, so element one, the school, came up. Then, because we study design, we need to draw many, many sketches before a finished product is designed, and all we need to draw these sketches is a pen, so element two, the pen, came out. As for why it's a wrench, it's because a long time ago I heard someone say something that I still agree with. He said, "Design is about solving problems." So the wrench is an item that I think is more relevant, it represents more than just a wrench, it represents problem solving. Element three, the wrench, came out like that.

FINAL LOGO PROPOSAL



LOGO APPLICATION ON VARSITY JACKET

