

Icon Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. Include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

My audience is going to be anybody who is currently in or going to be in a long distance relationship. So, age most likely 18-30 I'm guessing, males and females, and anyone in this relationship type.

Message

After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

I want to communicate positivity and encouragement through my design. I want to show the main goal of every long distance relationship which is usually staying strong until the long distance is over and you can be with that person for forever.




Sketches

NOTE: You will not be sharing your sketches for the critique.

All layouts and designs required for the final project should be planned before you start working on the draft. To do this you will need to sketch out at least 3-4 variations for each icon. For this project, the we expect to see 3 variations per icon. This means you will have *at least 12 sketches* included below.

ICONS

Distance + time

1.  infinity connecting distance
2.  counting down until forever
3.  hourglass infinity sign




Seeing the same moon/sun

1.  moon w/ eye
2.  seeing same moon from 2 places
3.  same but simpler

"Absence makes the heart grow fonder"

1.  hearts growing out bigger
2.  hearts growing diagonally
3.  Adding more love

Communication types

1.  message through letter
2.  thinking about them
3.  phone messages

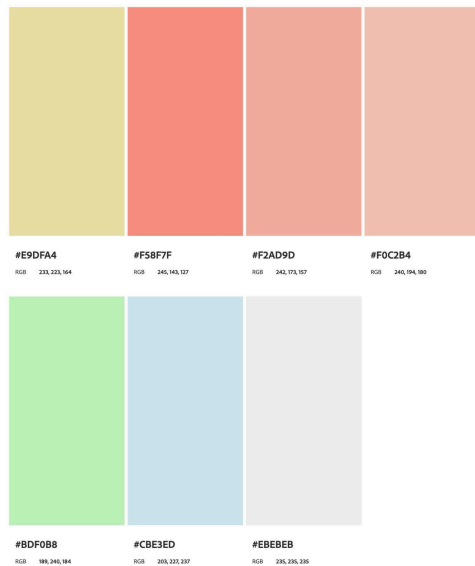
Start Project Draft

After you have finished sketching you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.

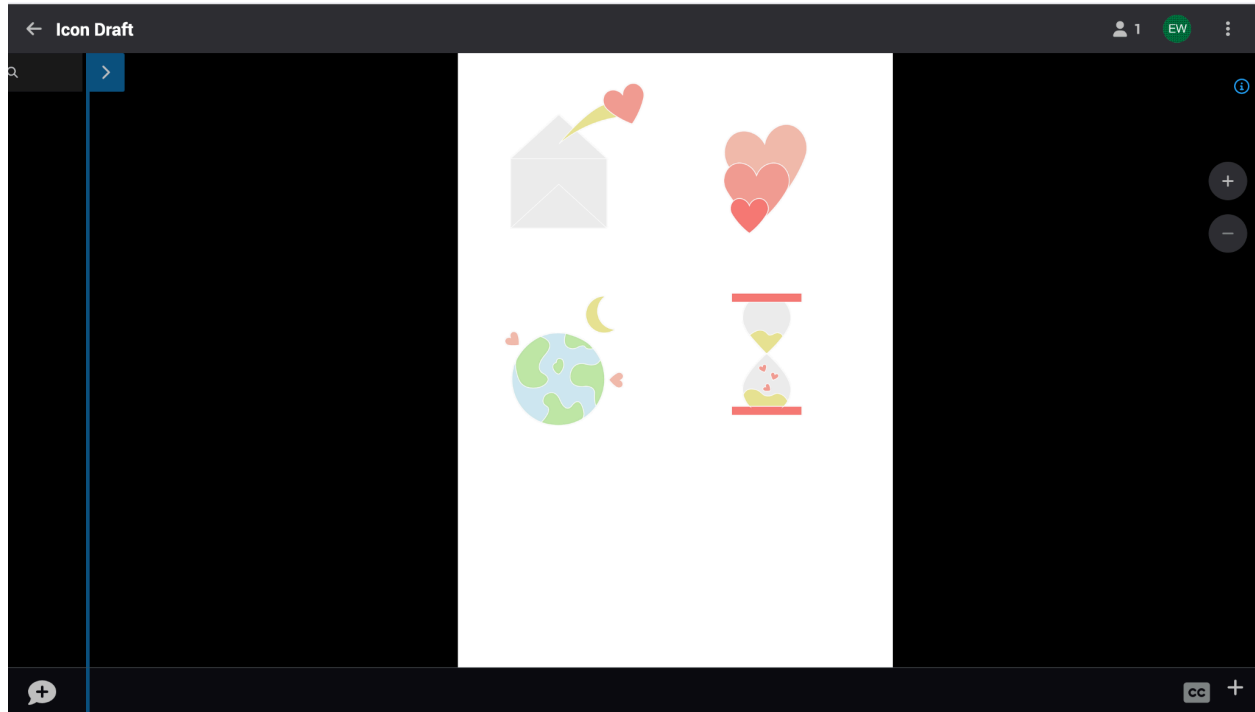


First of all, I wanted my colors to be on the lighter side to show that positivity. The idea that even though it is hard now, it will get better. I have more shades of pink for the hearts to show that the love will change over time (hopefully in a good way for most). Then the yellow, blue, and green, were basic necessities for my icons and then I tried to reuse them in other icons for repetition.

Critique Initial Post

NOTE: You will not be sharing your sketches for the critique.

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.



Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As -> File Format: PDF)
Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

This design appeals to my audience because it incorporates different aspects seen with long distance relationships. It represents things like communication, growth, strength, defying distances, time, and so many other things. I am hoping that the design is relatable and makes people feel more confident.

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

Some of the main decisions I made came from making sure everything was unified together. I wanted to figure out what some big aspects were or just some sayings that are associated with long distance. So, the letter and the hourglass are more just simple representations of communication and time. The hourglass however has a deeper meaning as it is also a vertical infinity sign. If you look sideways the glass is shaped like infinity almost to represent a countdown until forever. Once the time runs out, then you are reunited with your forever partner. Next, the hearts that are growing made me think of the saying “absence makes the heart grow fonder,” so that is why they are getting bigger. It is also why I decided to add sparkles because I feel like it’s showing how the love feels new and shiny. Finally, the planet Earth icon was to show how distance can’t really separate you I guess. I always think of those romance movies where the love interests are in different places but they talk about how no matter where they are they can see the same moon. Although sort of cringey, I do think there is a special meaning in that even though it feels very far, you really aren’t that separated. So, that is why the moon is there because they are seeing the “same one.”

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

I think the biggest design principle I used was repetition. I used the same yellow and pinks throughout and I made sure every image had a heart somewhere. I also made sure that all of the hearts were the same proportions even though they were different sizes. For my color scheme, I made sure they were very light because my message is very positive and encouraging. So, I wanted them to feel light and happy to help with that message. I also ended up slightly darkening the envelope and the glass to a darker shade just so that it didn’t clash with the white background as much.

Part 2 Submission. .

Save this completed document as a PDF (File -> Save As -> File Format: PDF)

Submit the PDF in I-Learn

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