

Emma Richards

Creating an Identity for Caroline Hyett Gardens & Design

WCC • APRIL 24, 2015

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Ryan Wilson

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Jake Kenner

Emma Rickards,
Freelance Communication
Designer
Logo design - communication
design for "Caroline"
Roles, Relationships &
Responsibilities
The Designer: Emma, Lives in
Seven, mother, teacher.
The Client: Caroline Hyatt Garden
Solutions, Landscape design.
Brief:

Contextual, Cultural, social factors:

Clean, Legible, traditional, contemporary, professional, understated.

Purpose:

Promote, communicate

Deliverables:

Logo for emails and letterheads

Expectations and Restraints:

Reds and Black and White, Muted tones

She liked specific flowers

(Return Brief - how she intends to go about doing the job, this then gets sent back to the client almost as a contract)

Inspiration and Research:

The specific flowers

Rick eckersley

Lisa Strafford

Peter Fudge

Nicola Cerini

Screen Printing

Collected example flower drawings (19th Century Botanical Drawings)

Typefaces

Development:

Typefaces

Traced plant forms

Adobe Illustrator

Traced Images after Placing them

(Pen Tool)

Evaluation:

Decided on Typography - Sans

Serif - Tracking

Less traditional.

Clean contemporary typeface

Included a swash - Garamond -

Contrast with Calibre '&'

Single flower petal

Chose an asymmetrical sense of
balance prevents a formal look

Different colours of red

Influences:

Garden Design, flowers

Presentation:

Different Contexts (Business
cards)

Decided she liked the original.

Refinement:

Experimented with different
petals.

Decisions:

Design Elements:

Colour

Shape

Tone

Principles:

Contrast

Cropping

Figure Ground

Scale

Proportion

Hierarchy

Positive and Negative Space -

Business card designs

Colours reversed on the back of the card.

Colour, Scale, Arrangement -

Hierarchy

Type Weight.

Non-lining numerals

Top left for the logo

Quick sketching

Garden Silhouette

The appearance became heavy and dense

Printed colours on the letterhead -

Keep costs at a minimum

She didn't add more colour -

Budget

Pantone Swatch Book

Sustainable focus

Methods:

Offset printer
Materials:
Recycled Paper Stock
Reflect the sustainable
environmental focus of the
business
Artwork
Media:
Specialist:
Offset printer would have set the

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Nakita.C

Emma Richards

Communication design

freelance

creative client

Client: Caroline Hyett Garden&
design(a logo for her business

Specialist: printer

Design process:

Brief: clean..,colour:deep
red,neutral colour,black and white
design

Research: Internet, Caroline
favourite flower ,book

Development: typeface- traditional+contemporary

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-emma rickards

-graphic designer/ freelance

-client: is an uni student, but she
becomes a garden

designer afterward. her role is to
offer ideas

brief: LOGO (clean, legible,
traditional, contemporary,

promote, professional.)expectation:

dark red and flowers types.

also inspiration from the images. business profile,

target audience. buget

and time

- research: internet, images of
flowers. screen printing, textile
pattern

research.

- development: logo (trails on
vector) she used plant as the

starting

point. (trails on adobe illustrator.
(use of pen tools to trace the
flowers)

exploration of typeface and font,
(use SCAMPER to play around
with the
word)

-Evaluation: the bold type is
looking too formal and traditional
appeal, she

got rid of the serif to make the
whole letter a lot more
contemporary and

looks a lot cleaner and simpler.

not too traditional style appeal to a
larger group of audience.

Emma applies part of the flower as
the logo, and she choose red colour
a bit more rich and warm

influence: flowers, organic style,
clean, nature.

refinement: decision and why:
deciding weather using the

-decisions: element: colour, tone,

shape

principle: hierarchy, contrast,
figure ground, scale, proportion.

combination of red and grey to
explor heirarchy, she cropped the
flower to

explore negative space . she also
plays around with the the layout of
the

paper. Due to the dense colour of
the background flowers, the
writing is barely

visible. hence reduced the size and
the density.

offset printer: they are more
sustainable and economical.

material: recycled paper. (a
sustainable business)

media:

method: freehand drawing

- specialist: offset printer: designer
require specialists to print the
bleed, cropped marks

Janet

-Designer Name: Emma Richards

-Designer Field/Industry:

-Roles/Responsibilities:

-Client: Caroline Hyett, Garden Designs for inner-city home

owners who have a smaller space to work with.

-Designer

-Specialists: Offset Printer- Got quote, then client approved the quote. Specialist asked that the design must have a bleed of 3mm beyond the artwork. Crop marks had to also be added, to guide the printer when cutting. Colors given to printer are separated into four colours; magenta, cyan, yellow and black. Printed in layers.

-Influences: Plants,

-Evaluation Techniques:

Asymmetrical balance helps it appear less stiff and formal.

Combines contemporary and traditional styles to appeal to a

broader audience, and isn't suggestive of a particular garden style.

-Decisions: Sans Serif Typeface because it seemed friendlier, and less traditional, to show that Caroline Hyetts designs are contemporary. Included an ampersand to make it seem slightly more traditional. Used two shades of red, because of the brief, and because its often seen in plant life, and not using the typical green. Color, Shape and tone were explored, with principles: contrast, cropping, figureground, scale, proportion and hierarchy. Used close-cropped images to create positive and negative space. Lowered transparency and layered them. Used hierarchy through color, scale, arrangement, and letterforms weight. With letterhead, had logo in opposite corner to floral design to result in asymmetrical balance. Liked the flowers growing up the page, but it as not legible. Pantone

swatchbook. Chose a recycled stock to reflect sustainable focus of business. Chose offset printing because its economical and high quality.

-Legal Obligations

-Design Process: Required a clean, legible, contemporary professional logo. Color palette had to be deep reds and neutral colors.

Researched screenprints, botanical textile patterns, style of clients favourite designers, researched clients favourite flowers.

Development started looking at typography, also tried out some vector plant illustrations. Used Adobe Illustrator to produce vector based drawings. Used the pen tool to trace shapes of images- Does not trace it perfectly.

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Beth Ludbrook

Designer Name: Emma Rickards

Design Field / Industry: freelancer

- communication

Roles, Responsibilities of the
designer - client uni student

garden designer caroline

Specialists involved during the
process - printer

Skills of the specialist - bleed crop
marks offset printer

Design Process - (What did it look
like, what were the stages) brief-

logo clean legible traditional

contemporary prompt

communicate professionalism.

expectations colour deep red and

neutral tone and flowers. looking at

type in development. traced

flowers and used vector-illustrator

Influences: Social, Cultural,

Ethical, Financial Environmental,

other... inspiration rick eckersley,

lisa strafford peter fudge, nicola

cerini - flowers

Evaluation Techniques (used by

the designer) - return brief tones of

red cause they contrast with black

and white neutral tone. red is also

seen in flowers. screen printing.

not using serif because its to

traditional. bold capital heigh.
increasing the tracking- using
scamper to manipulate type
Decisions & Why: 3Ms,
E+P's.....why why why -elements
colour shape tone principles
contrast cropping figure ground
scale proportion hierrachy.
cropping to crop images to create
negitive space. colours reds and
greys to explore hirecy. she didnt
add more colour on the letter head
due to costs.. recycled stock to
reflected the sustainable focus of
her buisness
Legal Obligations

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Timmy L

Design name: Emma Richards

Design Field/Industry: Firm-
Freelance Communication
designer- for *Caroline (business)

Brief: Client wants a Logo- black
and white, balance colours and
contrast colours. Organic-vector,
Clean and contemporary)

Roles and Responsibilities of the

designer:

Client: Caroline -Garden designer
(Uni)

Specialists:

Designer:

Specialist involved: Informs Emma
to have the paper bleed

Skills:

Design process:

Material:

Method: Drawing, Computer
(Photoshop, Illustrator, Painting
software), Photography

Media: Pencils, digital media

Elements: Colour, Type, Texture,
Tone of Red and warm greys to
explore the principle of Hierarchy

Principles:Cropping to get the
silhouette of the garden and with
the use of Hierarchy - Colour and
shape

Influences:

Research:Garden shows, screen
printing, magazines and brochures

that contain 90 century - flower drawings, Photography, Web, brochures, Magazine-flower shows etc. Uses Live traces from the Encyclopedia of

Inspiration: Flowers- gardens and Caroline's work with flowers in her gardens.

Evaluation Techniques:

Justifications of the choices and referring to the brief.

Decisions and why: Screen printing - outline of the flower and Type.

Uses Garamond to the Letter for the classic look, made the flower in-print to give the impression of Caroline's work (part of Caroline in the work)

Sees various arrangements used in letters and brochures which inform her where her placement of views that implements Hierarchy. She didn't add colours to cut budget and her referring to her brief.

Uses Panto to show her descions to the clients.

Used recycle stock that reflects the

brief.

Use crop marks to help give the guideline to the printer

Offset printing to give her high quality imagery.

Uses recycle paper used for the printing - Colours used cyan, magenta, yellow and red

The recycle stock she used really helps implement the warm look that she desires.

Legal Obligations:

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Jake Tonkin

Designer Name: Emma Richards
(Sausage dog called Iris)

Design field/Industry: Free Lance
- works with small clients

Role & Responsibilities of the
designer:

Designer- develop a clear design
style for the client that matched
her own

Client - designs gardens (finished

uni)

Specialists used in the process:

offset printer (make sure you have a bleed)

Skills of the specialist:

Design process:

Deliverable - process (in diff stages - 4 stages), business profile target audience - responsibilities - costs.

Creation of a logo for the business, business card and letter head (Clean - legible - traditional - contemporary - promote - communicate - professionalism - understated style).

Research to familiarize with her fave flowers and designers - looking at a screen Print of plants - color and forms - example so colorful textile patterns - book of flower drawings -

Development - typefaces (traditional and contemporary elements) - plants from research have been vectored in illustrator

Drawn using mouse and pen tool using flowers for reference

Manipulating type

Searches the net for imagery that she admired (inspa)

Expectations - Preferred a deep red and neutral tone color palate with black and white and her fave plants were the red flower gum,etc (given her this for INSPIRATION) traditional and contemporary

Gave the client a logo in 3 styles as we'll as a mock up in the business card

Asked for a different petal - designer then created alternatives - but she liked the origanl better

Influences:

Flowers - the form, tones

Evaluation Techniques:

Calibre - clean lines soft corners - warms and friendly - doesn't look to formal and traditional because Caroline's flowers are both traditional and contemporary.

The strap line - clean typeface -

Ampersands - give it an elegant feel - contrast with the other type face and give it a classic touch

"Deliberate ambiguous - works in
both big and small

Asymmetrical sense of balance
stops it looking stiff and formal

Tones of red - allowed a good
contrast to the black and white -
link to the flower life

Decisions and why:

Client did t like th alternatives so
the original was used

Color tones shape

figure ground - proportion
cropping contrast scale hierarchy

Pulled apart flower forms

Cropping to play with negative
space

To explore. Contrast and hierarchy
- colors of red and greys

Hierarchy created through the
text, color - scale - arrangement -
letterforms weight

Non-lining numerals - add
movement

LETTERHEAD

logo at the top because this is what
you see first

- create a sense of asymmetrical
balance - the placement and
cropping of the garden

With the garden not cropped - text
too unreadable and heavy

Didn't add more color to Keep
costs at a minimum

Chose specific color of red from a
_____ swatch book

(constraints in the brief)

MATERIALS

paper stock that is recycled -reflect
sustainable focus of her business

Calibre - clean lines soft corners -
warm and friendly

Legal obligations

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**Design Industry **

Designer Name

Design Field / Industry

Roles, Responsibilities of the designer

Specialists involved during the process

Skills of the specialist

Design Process - (What did it look like, what where
the stages)

Influences: Social, Cultural, Ethical, Financial
Environmental, other...

Evaluation Techniques (used by the designer)

Decisions & Why: 3Ms, E+P's.....why why why

Legal Obligations

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Ryan Wilson

Development:

Assymetrical balcance stops the
stiffness of the logo.

Flowers influences the design of
the logo colour.

She explored different Design
opteion

Descicions and why:

Colour

Shape

Tone

Contrast Cropping Figures-
Ground

Scale Proportion Hierarchy

She didn't add colour to the
letterhead because of costs

Colours of red and grey to explore
heirachy.

Letterhead:

Logo at the top left.

Decal at the bottom right.

Pantone swatch book.

Methods and materials

She picked a recycled stock, which
compliments her company

Specialist:

Bleed

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Shannon Loh

Client: Caroline Hyett, landscaper

Experimenting with different flower vectors. Liked
the original better.

Elements: colour, shape, type, tone

Principles:

- Design Process:

Brief: LOGO - clean, legible, traditional,

contemporary, PROMOTE, communicate,
professionalism, understated style. Colour pallet -
deep reds and mutual tones (black and white).
Include favourite plants. Business profile, target
audience, deliverables, target audience,
responsibilities, costs.

Research: INSPIRATION - favourite flowers. Other
garden designers. Internet - imagery she admired.
Screen printings. botanical textile patterns and
drawings.

Generation of Ideas: Plants from research - Vector

Development: Type. Scampering, manipulating type.

Looked for images to accompany with type.

-Influences:

Flowers

-Evaluation:

Serif - more formal, traditional

Using San serif -

Stroke of O lighter weight - add
movement

Non-lining numerals - add
movement and interest

Ampersand - include squash

(Garamond) - contrast with clean
line, classic touch

Added petals - like fingerprint

Asymmetrical

Red - seen in plant life - reference to flower and plants. warm colours

- Design Decisions

Methods (Adobe Illustrator - can adjust and manipulate type, doesn't lose quality)

Elements: colour, shape, tone

Principles: contrast, cropping, figure-ground, scale, proportion, hierarchy

Cropping of images, create negative space, transparent silhouettes - garden

Combination of red and greys - hierarchy

back - hierarchy - colour, scale, arrangement of information,

letterform weight

non-lining numerals - movement and interest

logo on top of letterheads - first in hierarchy

Garden silhouette - bottom left, cropped, didn't extend too far, asymmetrical balance

Didn't add more colour - because it would cost more

Materials: stock - recycled stock, reflect the sustainable focus of her

business

Pantone swatchbook - ensure
colours are printed correctly

Offset printing - high quality
image, economical, embossed,
transferred, rubber rollers, chosen
print media

-Specialists

Offset printer - need from
designer: bleed. 3mm beyond the
borders.

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Jos

DN: Emma Richards, sausage dog
called Iris

DF: Communication Freelance
Designer

RR: Designer: develop and logo
and business card for the client
that matched the client's
business and style.

Client: Caroline Hyett- Uni student
Garden Design

SI: Offset printer

SK: Paper bleeding, cropmarks

DP:

-Brief: -Keywords: Clean, legible, traditional, contemporary, promote,

communicate, professionalism, understated, style

-Logo design

-Inspiration: Rick Eckersley, Lisa Stafford, Peter Fudge, Nicola Cerini

-Expectations: Flowers, colour palette: black and white, neutral colour tones.

-Return brief written for Caroline to outline everything Emma understands

the job to be. (business profile, target audience, deliverables, responsibilities, costs)

-Research:

-screen printing

-botanical textile patterns and drawings

-Generation of Ideas:

-Drawing by hand before taking it

onto Illustrator

-Development:

-Vector plant images (Adobe Illustrator-tracing photographs with pen tool)

-typefaces (comparing traditional and contemporary)

-Presentation: Giving different options (B+W, colour), asking for alternatives

positioning and layout.

Communicating with Caroline to get her

opinions and preferences

IN- Flowers (Petals, natural shades and colours)

EV: Evaluating Serif or San Serif-justifications based on Caroline's business style.

-considering tracking, stroke, baselines, kerning, weight

-lined numerals, "&"

DW- Considering E+Ps (Asymmetrical balance, contrasting tones, figure ground, colours- combination of reds and

greys, cropping, hierarchy- created through

colour, weight, scale)

-Eye flow and direction to determine layout of business card

- Background covering or making the text legible

- Did not add more colour due to cost considerations

- Pantone Swatchbook to select colour palette

- 3 Ms:

-Materials: Paper Stock choice. She chose a recycled stock to reflect the sustainable focus of her business. Card: Thick, durable stock

-Media: CMYK printing

-Methods: Offset printing as it gives a high quality finish yet still being economical

LO:

 <http://padlet.com/visscom/lu2kkpmqhkzo>