

COMM1790

Assignment 2: Design Blog

Student Number: 201879110

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1. Style guides and design systems

Style guide

A style guide is a set of standards for writing, formatting, and designing documents. (Wikipedia Contributors, 2019)

However, style guides are not just for citation. They include a wide range of rules and guidelines for papers in their respective fields, from grammar and language use to the font and size of headings in a paper. (Purdue Writing Lab, 2018)

Style guides are simply detailed guidelines for design style. A style guide allows elements in a document to be consistent across many authors and contexts. The main purpose of a style guide is to ensure design consistency and clean code. A good style guide can increase brand awareness and user loyalty, as well as improving team efficiency. There are several common style guides in the industry, including a visual style guide, an editorial style guide, and rules of interaction. The visual perspective includes 'graphic imagery', 'brand image', 'IP', 'product design semantics' and other aspects. The editorial style guide includes editorial standards, corpus scope, style and language, etc. The interaction rules include human-computer interaction methods, interaction events, etc.

A branding guideline is a document that contains a set of rules for how a brand is visually represented in different media (Facebook.com, 2022). The difference between branding guidelines and style guides lies in their different scope and purpose. Branding guidelines focus on the visual identity elements of the brand, such as logos, colours, fonts, etc., to ensure consistency of the brand across different media, while style guides focus more on style and language specifications to ensure consistency of use in different contexts.

Design system

A design system is a set of standards for managing design at scale by reducing redundancy while creating a common language and visual consistency across different pages and channels (Fessenden, 2021). Design systems provide a standardised approach to the design, development and maintenance of digital products, thereby improving user experience, efficiency and overall quality.

The main difference between style guides and design systems is their scope and purpose. Style guides focus on design styles, including colours, fonts, logos, brands and

other attributes, and are typically used for communication between design and marketing teams. Design Systems is a broader concept that includes not only design styles, but also design languages, components and patterns to achieve modular and efficient design. Style guides are primarily used to ensure visual and brand consistency within the team. By providing a set of standard styles and rules to guide design work, it is more suitable for small projects or teams. Design systems not only ensure consistency, but more importantly improve design efficiency and quality. Through modularisation and componentization, design work can be quickly copied and reused. It is more suitable for large projects and projects with multiple teams working together, reducing the problem of design inconsistency.

Bibliography

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Facebook.com. (2022). *Nela Dunato Art & Design*. [online] Available at: <https://www.facebook.com/NelaDunato> [Accessed 13 Dec. 2024].

Fessenden, T. (2021). *Design Systems 101*. [online] Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/design-systems-101/>.

2. Fundamentals of Composition

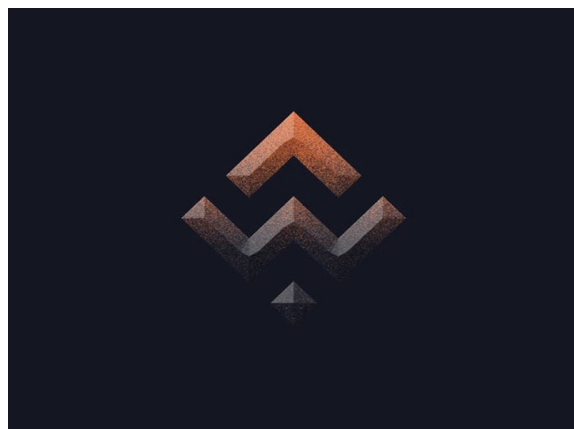
Edge Alignment

Edge alignment is a way of creating a sense of unity and structure in a design by aligning the edges of elements. It includes left alignment, right alignment, top alignment, and bottom alignment, and is commonly used in text composition, image design, and interface layout. Edge alignment can improve the readability and aesthetics of the design, help users quickly understand the content, and increase the overall sense of professionalism and consistency. This image shows the uniformity of edge alignment.



Centre Alignment

Centre Alignment refers to aligning the centre points of elements to make them look balanced, symmetrical and more visually appealing on the page or container. It is often used in titles, posters or designs that need to highlight content. This picture is the best embodiment of central symmetry.



Visual Alignment



Visual alignment refers to adjusting the position of elements so that they appear visually balanced and coordinated, even if their actual edges or centres are not perfectly aligned. It is often used to enhance the overall beauty of the design.



Symmetrical Balance (Mirror)

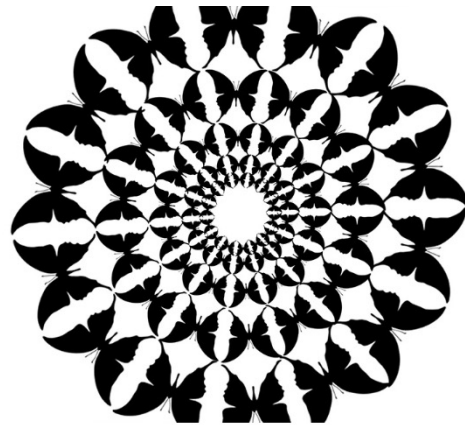
Symmetrical balance refers to the even distribution of design elements on either side of the central axis, so that the two sides appear mirror-symmetrical, as if there were a mirror for projection. It is often used to convey a sense of stability, formality and harmony.



<p>Symmetrical Balance (Visual)</p> <p>Symmetrical balance (visual) refers to the arrangement of elements on either side of a central axis in visual design, creating a mirror effect. It is often used to create a sense of balance and formal visual effects.</p>	
<p>Asymmetrical Balance</p> <p>Asymmetric balance refers to creating a sense of visual balance through elements of different size, colour or shape without relying on central axis symmetry. It is often used to express dynamism and creativity.</p>	

Radial Balance

Radial balance means that all design elements are arranged radiating outwards from a central point to create a uniform visual balance. It is often used to express a sense of concentration and dynamic effects.



Contrast

Contrast in design refers to highlighting the differences between elements through differences in colour, size, shape or texture. It is often used to attract attention and reinforce visual hierarchy.



Scale

Scale in design refers to the size of an element and its relationship to other elements or the overall layout. It is often used to emphasise key points or to create a sense of visual hierarchy.



Colour

Colour in design refers to conveying emotion, directing attention or creating contrast through different hues, brightness and saturation. It is often used to enhance visual appeal and express design themes.







Shape



Shape in design refers to a two-dimensional area defined by boundaries. It is often used to construct visual elements and convey emotion. Different shapes can affect the overall feel of the design and the information it conveys.





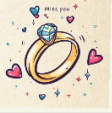










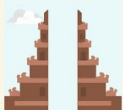
Basic composition exercise

Edge alignment	
Centre alignment	
Visual alignment	
Symmetrical balance (mirror)	
Symmetrical balance (visual)	

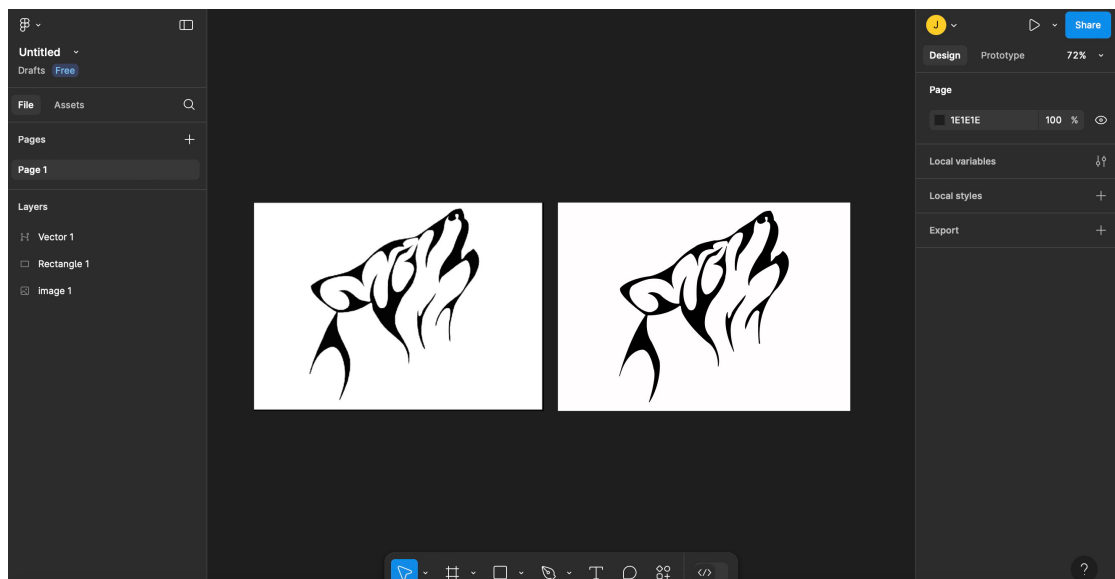
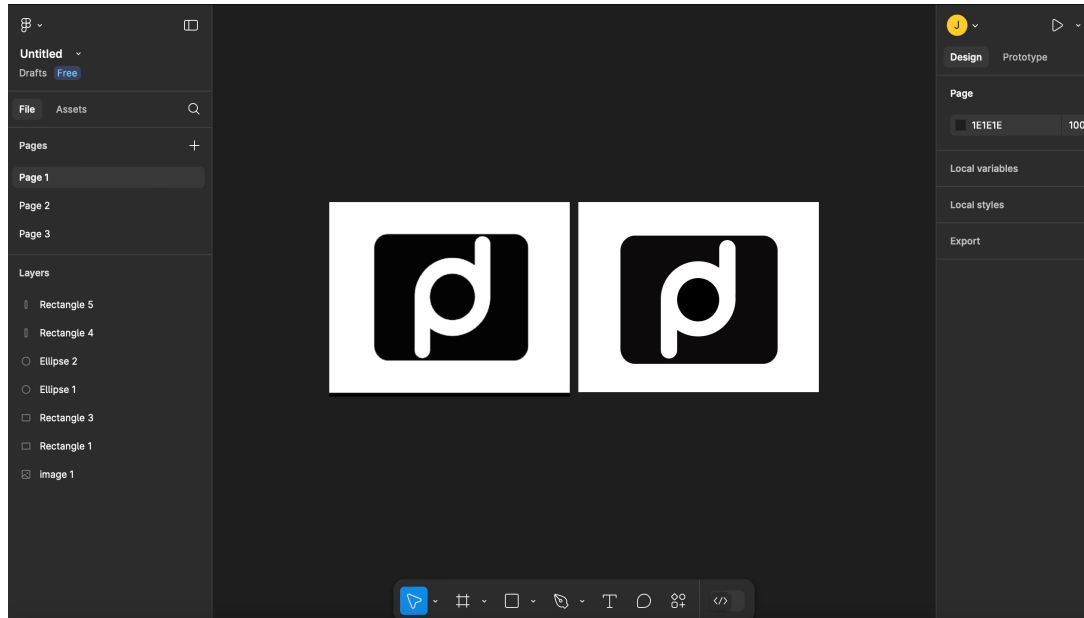
Asymmetrical balance	
Radial balance	
Contrast	
Scale	

Colour	
Shape	

3. Generating Ideas

components	Known or possible solutions				
Word	By hand	By hand	By hand	By hand	By hand
Picture elements: jewelry					
Picture elements: Hands					
Picture elements: Handicrafts					
Picture elements: Bali					

4. Illustrator Tracing & Geometrics



I used the pen tool in Figma to draw the image. At first I found it difficult because I was not familiar with how to use the pen tool to draw curves, but once I got used to it, everything became easy. After tracing the outline of the "wolf", I filled in the colour and finished the job.

5. Colour Challenge

Analogous Colour
Analogue colour refers to several colours that are adjacent on the colour wheel, usually three colours are chosen. This colour scheme can create a harmonious and balanced visual effect and is often used in design to enhance the layering and richness of colour.



Complementary Colour
Complementary colour refers to two colours that are opposite each other on the colour wheel, such as red and green, blue and orange. The use of complementary colours can create a strong contrast and increase visual impact. They are often used to attract attention and highlight key points.

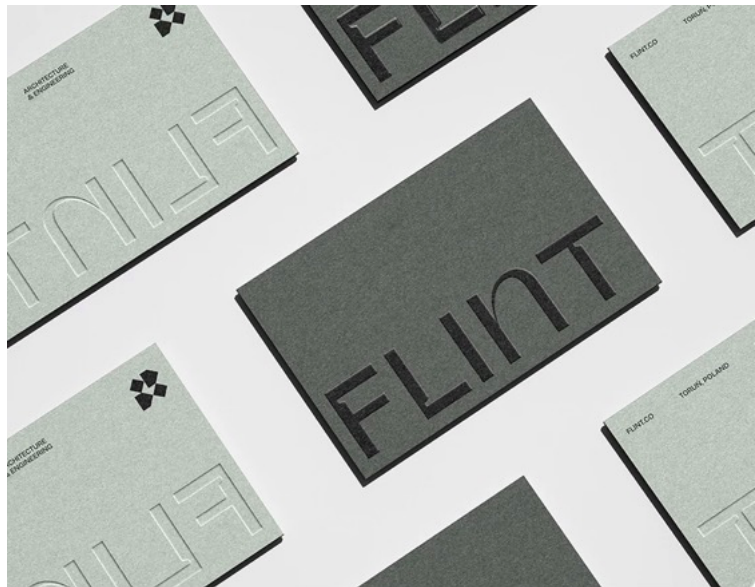


Triadic color

Triadic colour refers to three colours evenly distributed around the colour wheel, usually three colours 120 degrees apart, such as red, yellow and blue. Using three primary colours can create rich colour effects while maintaining visual balance and harmony.



Monochromatic colour
Monochromatic colour refers to the use of different levels of brightness and saturation of the same colour, usually in the form of different shades of one colour, to create a harmonious and consistent visual effect.



6. Critique: Logo & Style Guide (分析自己 logo 的优势和劣势) 做一个改进方案的图

Before	
After	

Style guide of “before”:

The design concept of this logo is based on fair trade and pure handmade. First of all, because this company is working with the fair trade organisation in Bali, they are committed to the principles of fair trade, so in my design, the name of the shop and the diamond are wrapped with hands, just like this company carries the efforts of the craftsmen and the company for fair trade. The customers can get pure handmade products from the company, I think this should be the original intention of the customers to choose to buy handmade products, and the craftsmen in Bali

can sell their handmade products through the channel of "by hand" company and earn the due compensation, I think this should be the reason why they choose to cooperate with this company. Secondly, "by hand" is a jewellery store, so I chose the "diamond" icon to represent the type of goods sold by the company, because when most people hear the word "jewellery", they will think of diamonds at the first moment. Another point is the outline of the finger on the "diamond" icon, which is to emphasise that this jewellery is purely handmade by craftsmen.

Strength of my composition:

1. The combination of palm and diamond intuitively conveys the themes of "handmade" and "jewellery", in line with the brand's positioning.
2. The overall design is simple and easily identifiable, suitable for brand communication and multiple scenarios.

Weakness of my composition:

1. The lines of the palm are relatively rough, which does not match the exquisiteness of the diamond, which may weaken the high-end image of the brand.
2. The colour scheme is uniform. At present, there are only black and blue. Although it is simple, it may lack appeal. It is recommended to increase the colour level or try brighter tones to attract target customers.
3. Currently only black and blue are available. Although it is simple, it may lack appeal. It is recommended to increase the colour level or try brighter colours to attract target customers.

Improvements to be made:

1. Deleted the rough hand wrap part
2. Since the company is an exporter of Balinese handicrafts, the "island" background image was added.
3. The blue and black colour scheme is still kept because we don't want the logo colour to look too complicated with the added "island" background.

Style guide of "after":

This logo is a thoughtful representation of the brand's commitment to fair trade, artisanal craftsmanship and cultural significance. The mountain-like structure in the background not only symbolises strength and foundation, but also serves as a direct reference to Bali, the region where the artisans are based. This element grounds the

design in its cultural roots, creating a meaningful connection to the identity of the region and the craftsmanship of its people.

The hand surrounding the diamond visually reinforces the company's 'by hand' philosophy, emphasising the care, precision and authenticity behind each handcrafted piece. It highlights the unique value of artisanal work and appeals to customers who value originality and ethical production. The diamond itself, as the focal point, represents the core product - luxury jewellery - while conveying elegance, precision and high quality.

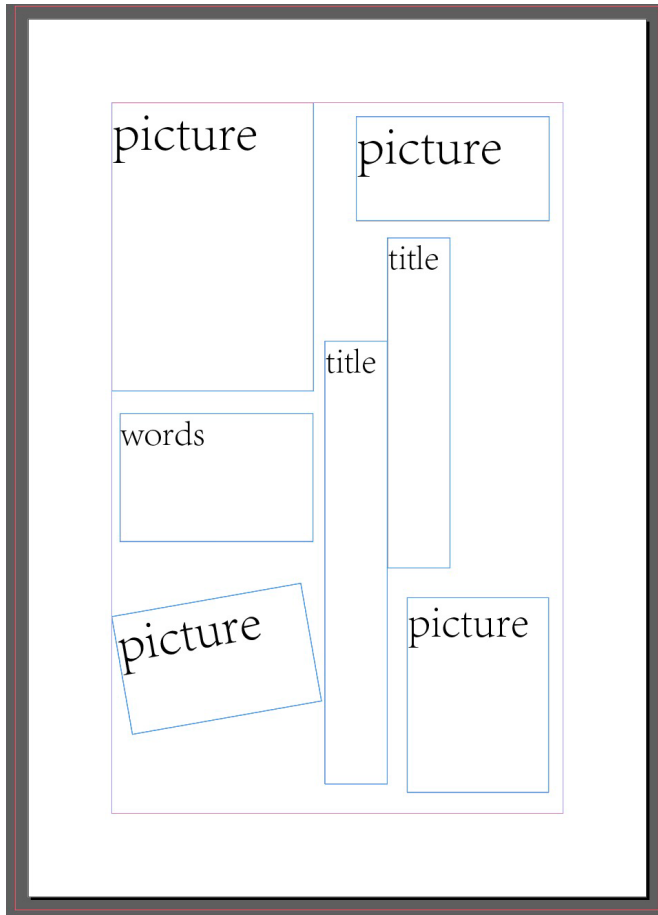
The soft blue colour palette reinforces the sophistication and trustworthiness of the logo. Blue, a colour often associated with reliability and serenity, reflects the company's commitment to fair trade and transparency. The varying shades add depth and dimension to the design, ensuring it feels modern and visually balanced. By integrating the hand, diamond and mountain, the logo creates a harmonious and cohesive narrative that connects the artisans, the company and its customers. It embodies the shared values of ethical practice, artistic dedication and cultural respect, making it not only visually appealing, but also deeply meaningful and aligned with the brand's mission.

7. Zine Spreads

Before:

Columns: 3

Margin size: 20mm



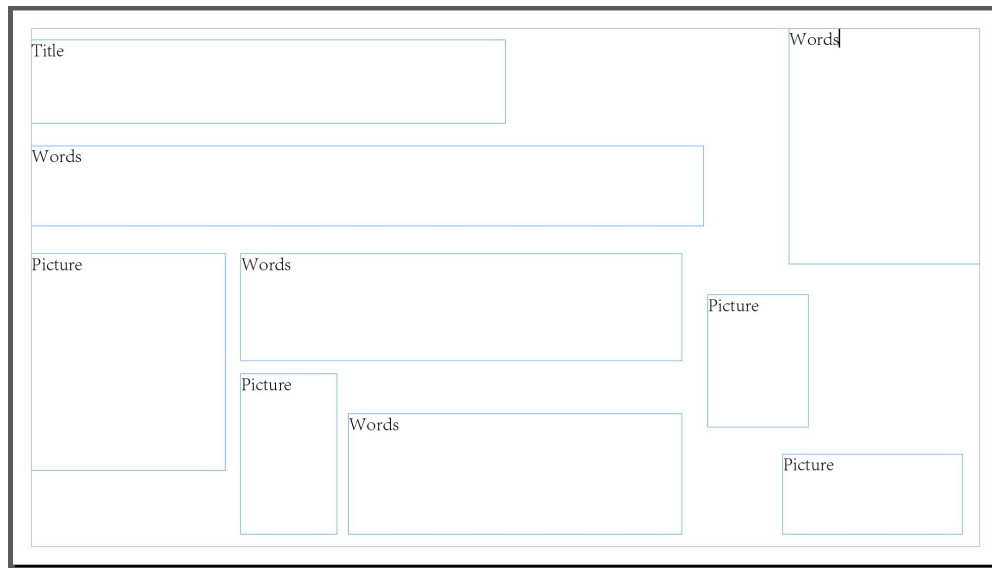
Column: 4

Margin size: 36 px

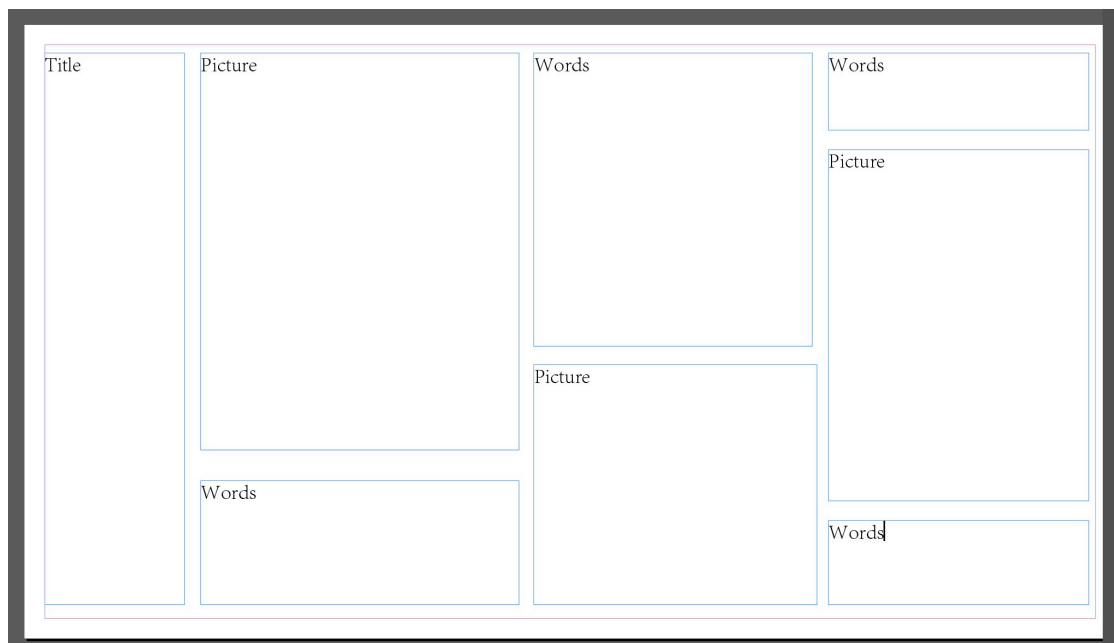
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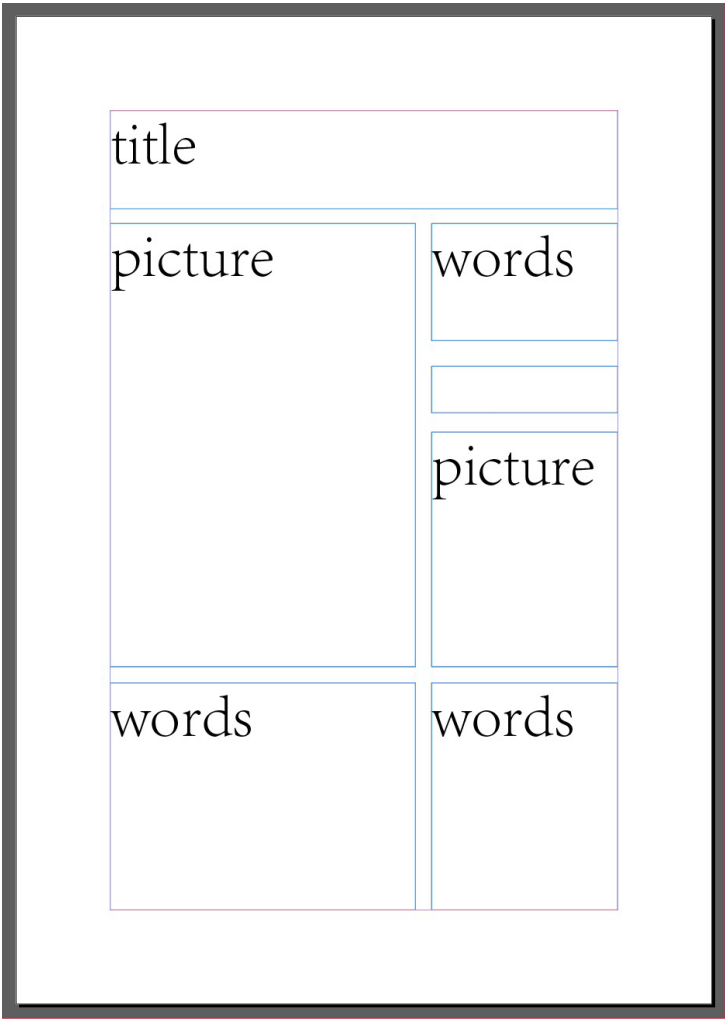
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After:





8. Template Creation

I used two poster designs, one with a size of 148*210mm and the other with a size of 1024*768px.

The margins and columns of my two web banners are 3 columns, 20mm and 4 columns, 36px.

Then I will put the title, text and images into my poster design and finally present two posters about the digital dream.

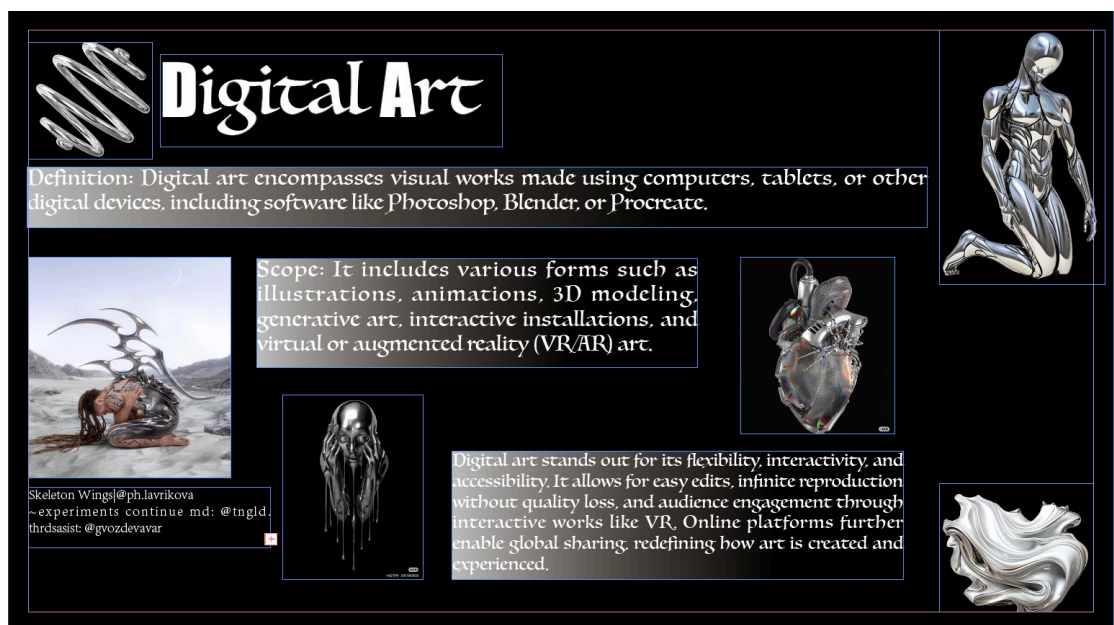
The following two pictures are the data of the template I finally chose. The first is in millimetres.





9. Critique: Design for Social Change

Before:



The first image:

Advantages:

1. The use of blue throughout the design complements the digital art theme and adds a modern touch.
2. The diverse selection of images effectively showcases the richness of digital art.
3. The vertical "DIGITAL ARTS" title is visually striking and appealing.

Suggestions for revision:

1. Improve content distribution by balancing text and images to avoid visual clutter.
2. Standardise image sizes and orientations for a more cohesive layout.
3. Simplify the lower left text font for better readability and avoid excessive decoration.
4. Update the "DIGITAL ARTS" title font to a modern sans-serif style for consistency.

The second image:

Advantages:

1. Uniform colour tone
2. The metallic feel runs through the entire poster design, expressing the visual impact of future digital art.

Revision suggestions:

1. It is a bit boring overall, more like a lecture slide than a poster.
2. Add more content to enrich the poster presentation

After:

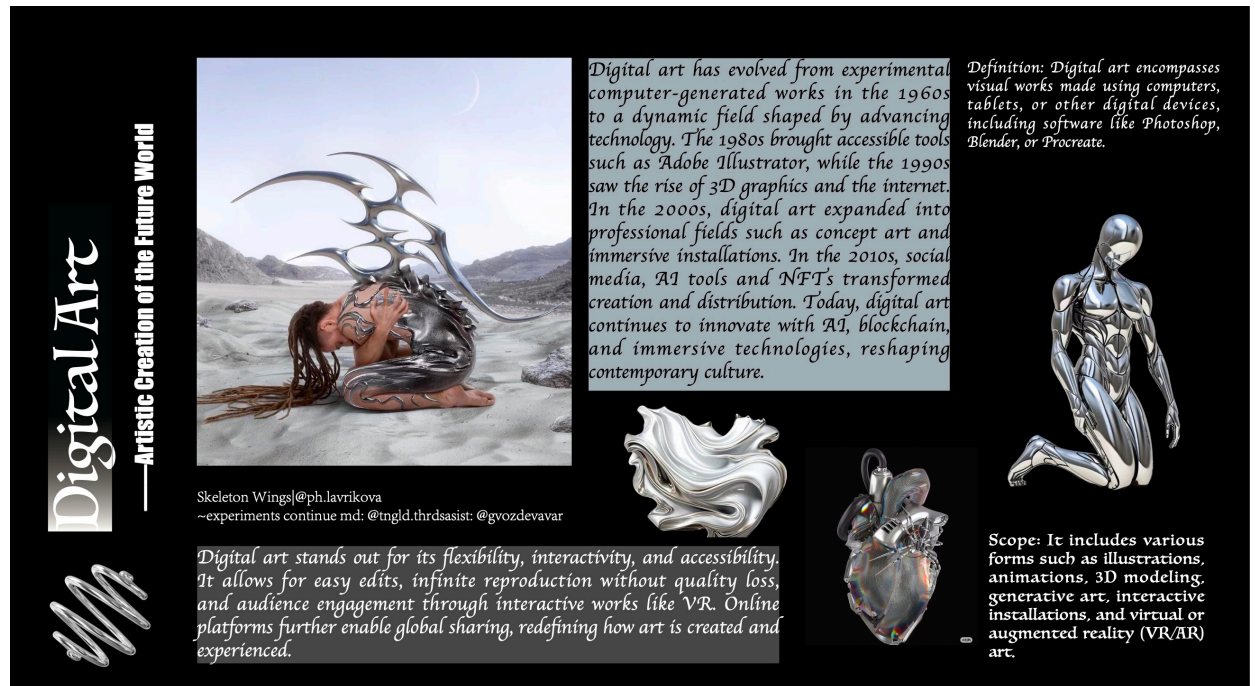


Chewy Stoll is a self-taught 3D artist using Blender and has been called the Dali of NFTs. His works mainly feature surreal landscapes and distorted human figures.

cr.@emileee_mayling

Digital art is creative work produced using digital technology, like computers and software, covering styles from digital painting to 3D modeling and interactive media.

The fusion of numbers and life, Adam Martinakis is a renowned contemporary digital artist, known for his works that deeply integrate digital art with the philosophy of life.



Improvements to be made:

The first image:

1. Fixed the problem with the fonts not matching the theme of the poster, and used fonts closer to the tone and theme of the poster.
2. Changed the layout of the poster, corrected the skewed images and text
3. Added more images to enrich the content of the poster

The second image:

1. Changed the poster layout to make it look less empty
2. Changed the title format to make the whole poster look less rigid
3. Added text content to enrich the poster

10. Identity and Aesthetics



CLIO Awards
By FOREVER BOLD

This Clio Awards artwork uses careful design techniques to catch the eye while telling an interesting story. The use of bright colours such as pink, purple and blue together give the image a vibrant and modern feel. This colour combination is not only eye-catching, but also conveys the Clio Awards' themes of 'boldness' and 'creativity' very well. In the image, the gold trophy is at the centre of the design. It is set against a darker, cooler background, which contrasts sharply with the surrounding tones. This contrast immediately draws people's attention to the trophy and also symbolises achievement and excellence, making it memorable.

It is also very important that repetition plays an important role in the composition. The eyes, round balls and checkerboard patterns are repeated throughout the image to create a sense of rhythm and movement. Although the layout is complex, it feels very coherent due to the careful arrangement of the elements. The symmetrical positioning of the hands and mirrored arches create balance, while the checkered floor adds depth and perspective, making the scene immersive and three-dimensional.

The design of the layout is also very important. "FOREVER BOLD" uses a bold, sans serif typeface that looks simple and powerful, and easily attracts attention. This typeface conveys confidence and creativity, which is very appropriate for the theme. The text is placed behind the trophy, blending into the overall image and looking both natural and prominent, making it part of the visual centrepiece.

Finally, the elements of glowing lights, shiny textures, floating eyes and dreamy arches make the whole image full of fantasy and imagination. These details make the work lively and interesting, drawing the audience into a surreal world full of creativity and vitality, while also well expressing the spirit of boldness and innovation.



Gil
By Zoo Studio

This image is a great demonstration of design technique. The most striking thing is the contrast between the bold black lettering on the bag and the crumpled white paper bag. The black lettering stands out against the white bag and immediately grabs attention. This strong contrast not only makes the brand name stand out, but also makes the whole design look more authentic and powerful.



Another important design technique is the repetition of the "GIL" logo. The logo appears several times on the bag, which helps to strengthen the brand identity and gives a rhythm to the design. Each logo is carefully placed to ensure that the overall image is well organised and consistent. Although the paper bag is wrinkled and looks uneven, the repeated logos help to tie everything together and create a smooth flow that guides the viewer's eye across the image.

The texture of the paper bag is important in making the design more attractive. The crumpled look of the bag makes it feel more real and textured, which stands out against the bold, simple lettering. The soft paper contrasts with the sharp lines of the

letters, making the image feel deeper and more interesting. The uneven placement of the bags also makes the design feel lively and energetic.

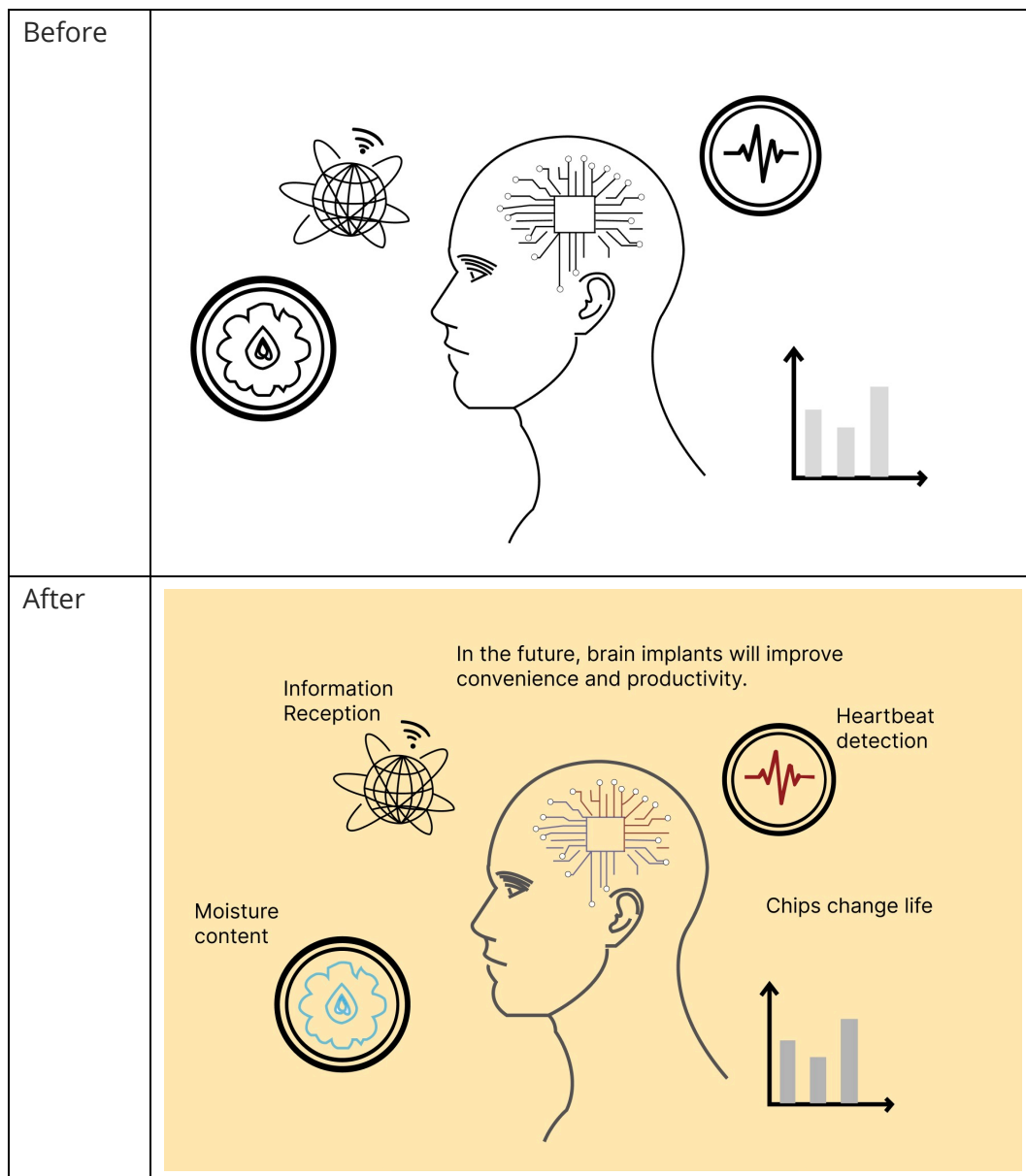
Overall, the design uses contrast, repetition, texture and a dynamic layout to create an eye-catching and strong image for the "GIL" brand. These design elements not only make the image look more interesting, but also show the brand's bold and unique personality, highlighting its style.

11. Compositing Challenge

	<p>Pixel-Based Masking</p>
	<p>Vector-Based Masking</p>

For this task, I first selected the Pen tool and drew a path along the edge of the object I wanted to cut out, making sure I followed the outline exactly. Once the path was complete, I right-clicked on the path, selected Make Selection and adjusted the Feather value to get a softer edge. I then copied the selection to a new layer, removing the background. Finally, I placed the new background image on top and adjusted its size and position to complete the background change.

12. Critique: Speculative Futures



Strength of my composition:

1. The design intuitively expresses the future technology concept of combining brain and chip
2. The surrounding functional icons effectively convey the chip's health monitoring, data analysis and other functions
3. The design has strong plasticity and is suitable for further improvement through color and dynamic effects



Weakness of my composition:

1. The current icons (such as the globe, electrocardiogram, and bar graph) are slightly scattered in style. The line thickness and graphic complexity can be unified to make the overall look more coordinated.
2. The chip pattern can be more complex, with more details or microcircuit textures to emphasize its sense of technology and functionality.
3. Gradients or light effects can be used to make the chip area more prominent, creating a futuristic feeling of "implanting" the brain.

Improvements to be made:

1. The background is currently relatively empty, so you can add elegant grid lines, virtual data streams or abstract technological elements to enhance the sense of space in the picture.
2. Add some color.
3. Add more text description

13. Preparing Images for Publication

Before	
After	

First I used the Clone Stamp tool to remove the brown grass in the top right of the image. I then made adjustments to the bird and background, making the shadows of the bird's wings more pronounced and adding highlights using the Shadow/Highlight tool. I made the whole image clearer and brighter by adjusting the hue, brightness and contrast. Finally, I sharpened the image using the Unsharp Mask filter. Overall, I was able to edit the image non-destructively and achieve a clear and professional look.

14. Cutout Challenge



In this assignment, I used Adobe Photoshop to change the background of this photo, using the object selection tool to select the area I wanted to keep. This tool can effectively help me to work with high precision.

First, I added a coloured rectangular background behind the image to make it easier to see where I needed to retouch, such as small details around the edges of the characters. For example, some of the background was left around fingers or hair, so I used the brush in the Select and Mask tool to repair this and ensure a cleaner edge. Then I used the Clean Color tool to make the character's colour blend more naturally into the new background and look more harmonious.

15. Semiotic Analysis



This work creates a unique look and artistic sense by cleverly inserting multiple black combs into the hair, while conveying a profound cultural significance. For African and African-American cultures, black combs are not only an important tool for caring for naturally curly hair, but also a symbol of identity and cultural pride. In this design, the artist arranges the combs on the hair like a crown, giving it a higher status and symbolising the dignity, strength and resistance of African American women to traditional aesthetic standards. This design not only reflects respect for the natural quality of hair, but also emphasises the importance of African-American women as cultural heirs.

This "comb-crown" shape is full of power and conveys a sense of confidence and pride, as if to say: Black people's natural hair quality and aesthetics are something to be proud of and do not need to conform to traditional aesthetic

standards. This artistic expression gives ordinary combs a deeper meaning, reminding people to rethink the diversity of beauty and cultural inclusivity.

In addition, the artist skilfully uses black and white combs for repeated arrangements, creating a sense of visual balance and also implying equality and harmony between different races. This design is not only beautiful, but also subtly conveys the expectation of social fairness and unity, allowing viewers to reflect more deeply.

Overall, this work elevates the everyday tool - the comb - into an artistic expression, breaking the boundary between function and art. In this way, the artist celebrates the tenacity, elegance and creativity of African women, while at the same time urging people to face and appreciate the beauty and value of multiculturalism. This is not only a recognition of African culture, but also an expectation of equality, respect and a harmonious society.



This work expresses the emotions of grief, loss and powerlessness to change fate by depicting a woman standing alone on the edge of a cliff with stormy waves and an abandoned harp in the background. Dressed in a classic white robe, she stands barefoot on the rocks, looking both fragile and at one with nature. Her bare feet represent her submission to nature and symbolise her fate, which she cannot escape. She reaches out to the ocean in a gesture of surrender, as if she has given up her resistance and accepted fate.

The rolling waves and dark sky in the background reflect her inner pain and struggle. The waves of the ocean symbolise powerful forces, and her resonance with these waves shows her inner helplessness and sadness. The dark sky and the crashing waves form a strong contrast, emphasising her loneliness and helplessness, and showing the close relationship between man and nature.

This painting combines elements of classical mythology and Romanticism. The woman's ancient Greek-style dress and her powerlessness in the face of fate are like characters in mythology, expressing the fragility of human beings in the face of fate. The existence of the harp is a symbol of beauty and harmony, but its abandonment implies the decline and loss of art.

Overall, this painting shows the fragility and tenacity in the face of fate, the insignificance and powerlessness of man in the face of nature, and also provokes a deep reflection on the delicate relationship between fate, struggle and acceptance.

Semiotics and brand identity

Festival type: Flower Festival

City: Yunnan, China

Ideas of semiotic signifiers for my festival:

1. To attract foreign tourists and promote traditional Chinese culture, the festival posters and tickets I designed are for foreign tourists and are all in English.
2. The festival symbol is a blooming Yunnan rose.
3. The front of the ticket features Yunnan's characteristic flowers (such as azaleas, camellias and roses) as the main background, with the festival logo "blooming azaleas and ethnic patterns". Traditional patterns of the Yi, Bai and other ethnic groups are used to decorate the ticket borders, reflecting the essence of Yunnan's ethnic minority culture.
4. Cut tickets into petal shapes or crown designs to enhance the festive floral theme.

16. Critique: Multiformat Campaign

Logo:

Before



After



Advantages:

1. Flower pattern reflects the theme of the festival
2. The bright colours can better attract the audience's attention.
3. The flower pattern is integrated into the title

Disadvantages:

1. The font of the festival title looks messy
2. The colour of the large flower is a bit abrupt with the colour of the flower in the theme word.

Improvements:

1. The font of the festival name is changed and the overall appearance is smoother and more elegant.
2. The colour of the large flower is changed and the overall tone is more consistent.

Tickets:



After



Advantages:

1. The petals are used as the ticket shape, which is more in line with the theme of the flower festival.
2. The butterfly-shaped QR code makes the ticket more vivid.

Disadvantages:

1. The whole ticket is too empty
2. No Yunnan-style logo is added
3. The font size on the back of the ticket is not differentiated.

Improvements:

1. Added unique symbols of Yunnan ethnic minorities
2. Differentiated font on the back of the ticket