

COMM1790

Student Number: 201879110

Assignment 1: Portfolio

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Assignment1: Design Portfolio

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By Hand

Assignment 1A: Logo and Style Guide



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1. Introduction

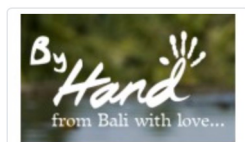


By Hand is a Leeds-based craft shop dedicated to promoting the beautiful handicrafts made by the talented artisans of Bali. The company is committed to fair trade principles and works closely with Arum Dalu Mekar, a fair trade organisation in Bali and a member of the World Fair Trade Organisation (formerly IFAT), to ensure that its artisans are treated fairly and paid for their work. Below are the contact details for the company on the leedscompany.co.uk website.

By Hand

JEWELER IN LEEDS, WEST YORKSHIRE

 0113 243 3615



We're a tiny firm with the objective of promoting the pretty handicrafts that are produced by the highly talented craftsmen and women on the island of Bali. We're dedicated to fair trade principles. We work closely with Arum Dalu Mekar - a fair trade organisation in Bali with World Fair Trade Organisation (formerly IFAT) membership - to make sure that our producers are treated in such a way that their work is rewarded with the payment that it deserves.

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2. The Logo

In most cases, the company will use the following logo. In any case, the colours shown in this logo should not be changed. In some cases, other forms of this logo are provided as examples in this article.



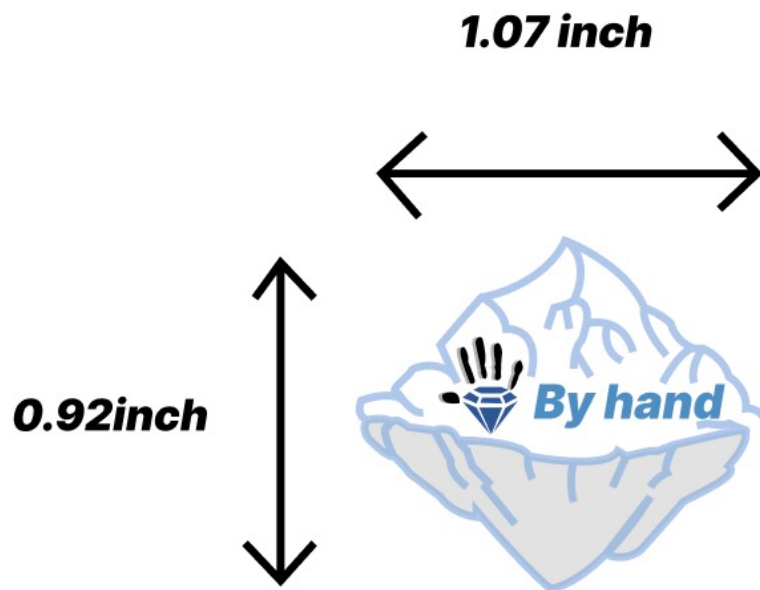
3. Style guide of the logo

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.

4. Sizing & Boundaries



Although this logo can be resized arbitrarily. To ensure the best display effect of the logo, the minimum size of the logo should not be less than 1.07*0.92inches.

5. Guidelines & Usage



1. Make sure the logo is on the correct background color, which should be white.



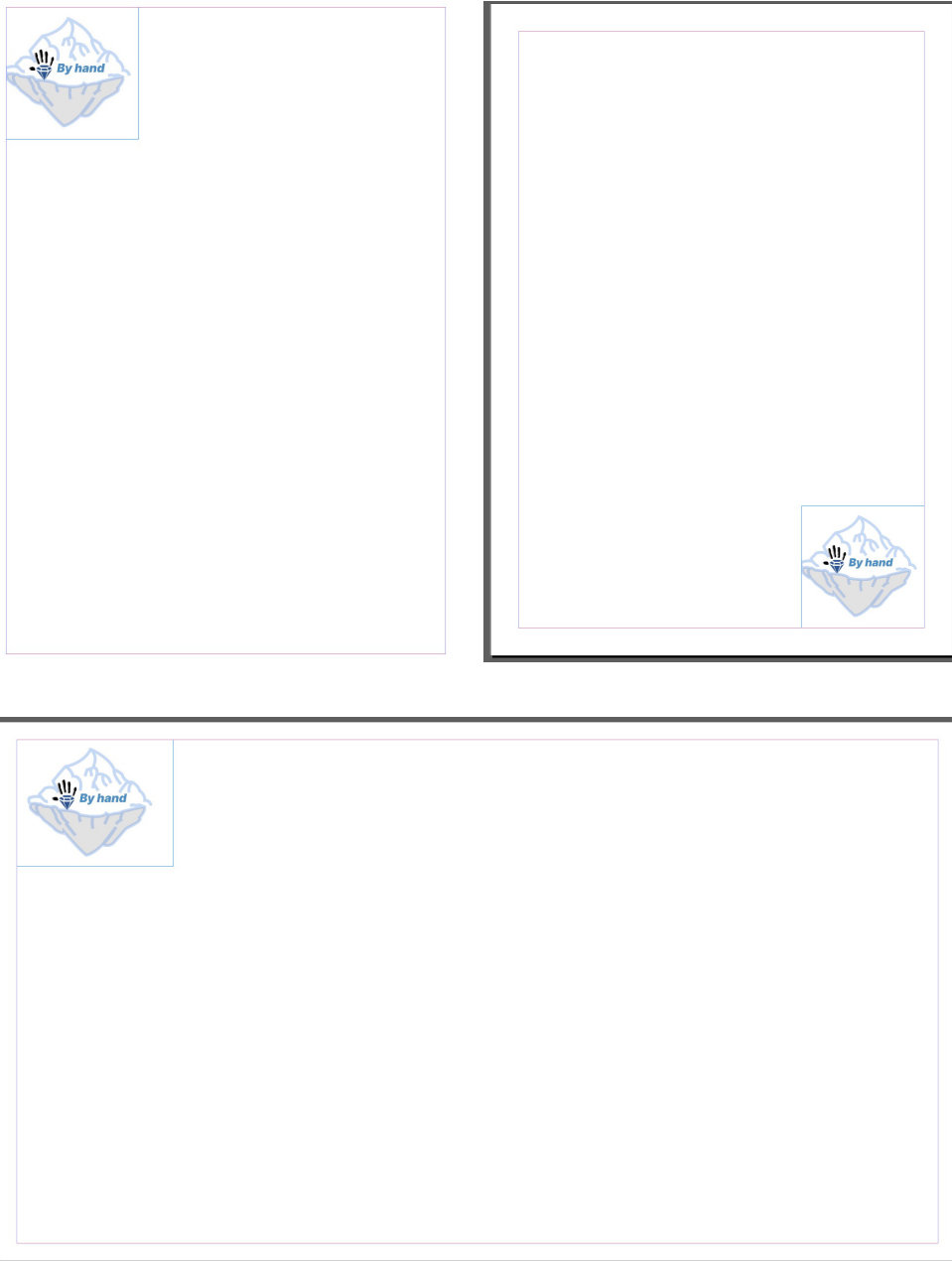
2. Don't stretch or compress the logo.
3. Don't change the colors of every part of the logo



4. Make sure the logo appears as a whole, with no missing parts.

6. Positioning

In all cases of logo release, the logo should be placed in the upper left or lower right corner and the logo released should be complete.

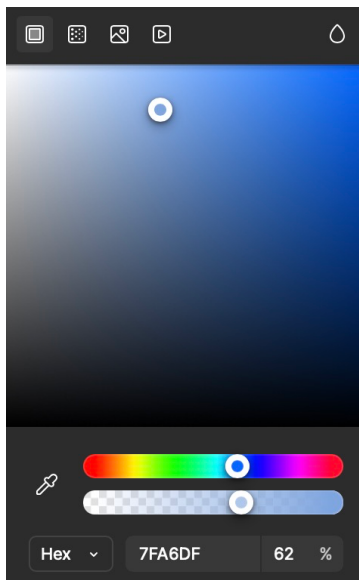


7. Colour

The by hand logo has its own specific colors, namely light blue, dark blue, gray and black.

The color matching is simple and clear, giving customers a better visual effect.

7FA6DF (Islands in the background)

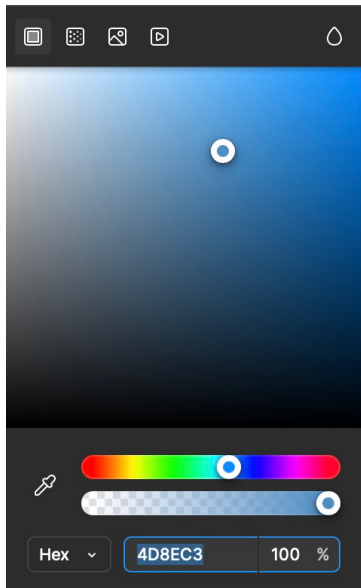


4D8EC3 (Company Name)

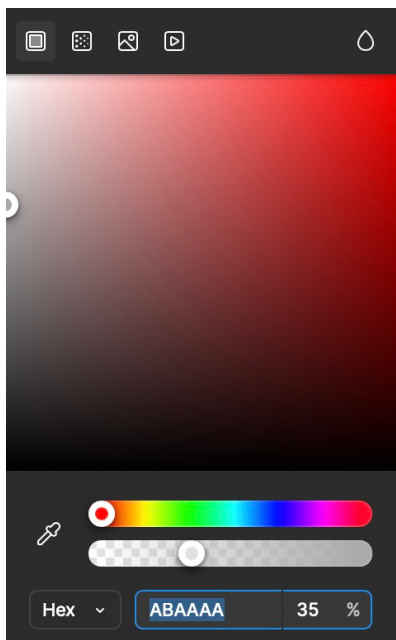
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ABAAAA(Coloring the lower part of the island and the shadow of the palm)

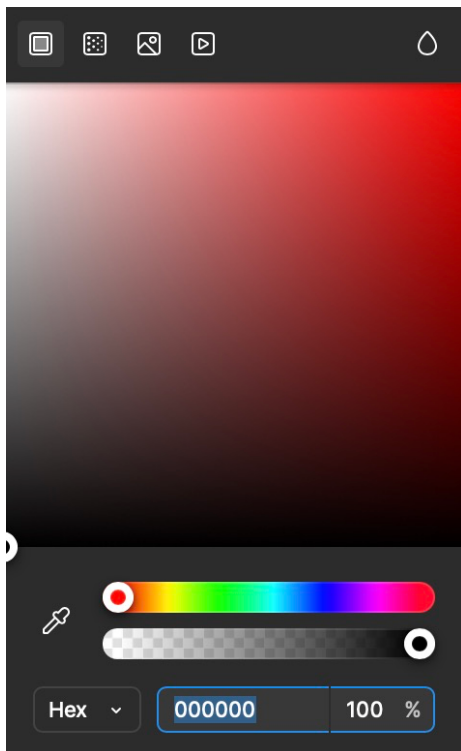


000000 (Hand)

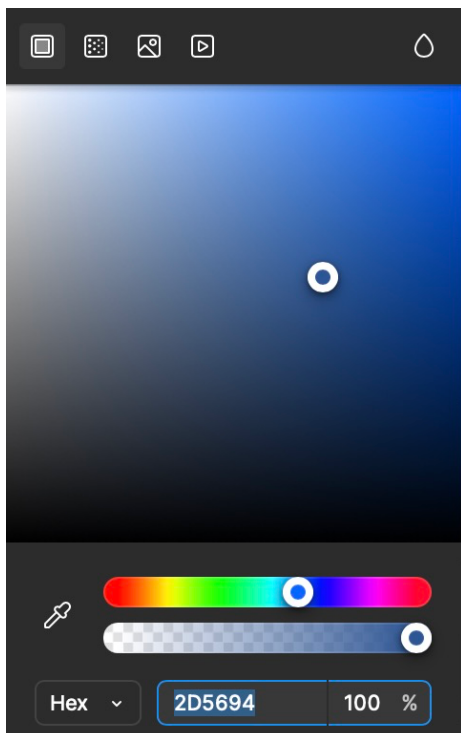
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2D5694 (Diamond)



8. Typography

The font used in this logo is black Italic.

***abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
1234567890***

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Digital Art

Assignment 1B: Design for Social Change

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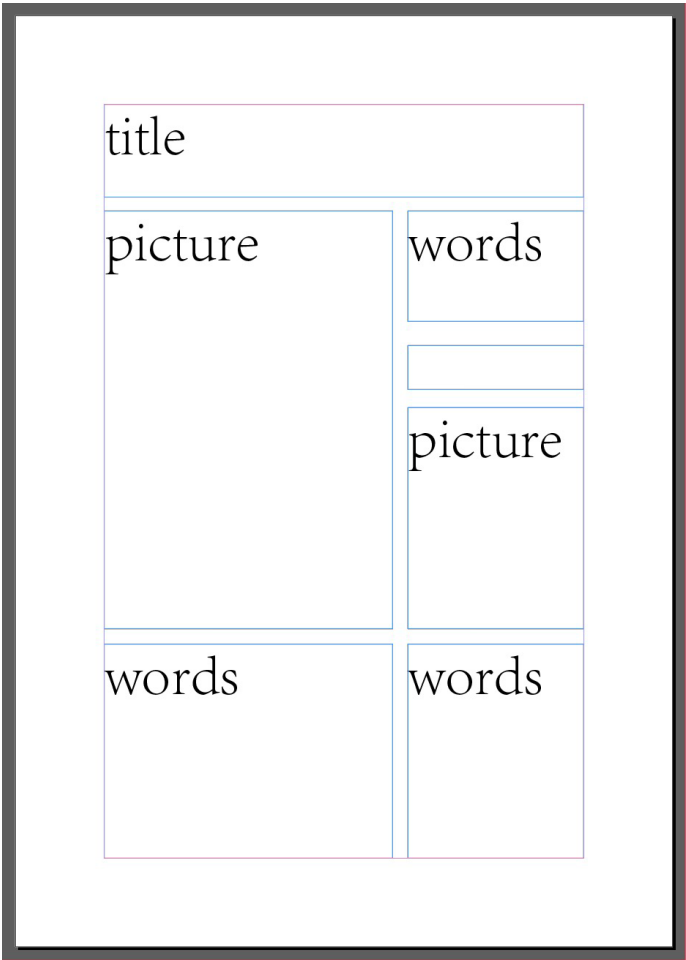
Content

1. Determine the topic
2. Preparation
3. Final result

1.Determine the topic

When I was set the task of creating a poster that reflected future social change, I was full of challenges and expectations. The future is the intersection of human imagination and technological development, full of unknowns and possibilities. After much deliberation, I decided to use digital art as the theme because it not only represents the future form of artistic creation, but also symbolises how technology and culture will be deeply integrated into the society of the future. Digital art breaks the boundaries of traditional media and gives creators unlimited freedom and expression. It can skilfully combine virtuality and reality, technology and humanities, and present a future world that is both beautiful and thoughtful. Through this poster, I want to express the conveniences and challenges of technological progress and explore the changes in human identity, emotions and lifestyles in the digital age. This is not only an attempt at artistic creation, but also my thinking and response to the future development of society.

2. Preparation



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Title	Picture	Words	Words
			Picture
	Words	Picture	Words

4. Final result

After repeatedly adjusting the composition of several digital art poster designs, I gradually realised that in the future society, vision is not only a form of artistic expression, but also a force that penetrates into all aspects of human life. Through ever-evolving technical means, digital art provides people with an unprecedented immersive experience, blurring the boundaries between virtual and reality, and redefining our aesthetic concepts and emotional resonance. In this highly information-based future, visual elements will become the core tools of communication, education, business and cultural heritage, profoundly influencing how people perceive and think, and even shaping the values of society as a whole.



Digital Art

—Artistic Creation of the Future World

Skeleton Wings|@ph.lavrikova
~experiments continue md: @tngld.thrdsasist: @gvozdevavar

Digital art stands out for its flexibility, interactivity, and accessibility. It allows for easy edits, infinite reproduction without quality loss, and audience engagement through interactive works like VR. Online platforms further enable global sharing, redefining how art is created and experienced.

Digital art has evolved from experimental computer-generated works in the 1960s to a dynamic field shaped by advancing technology. The 1980s brought accessible tools such as Adobe Illustrator, while the 1990s saw the rise of 3D graphics and the internet. In the 2000s, digital art expanded into professional fields such as concept art and immersive installations. In the 2010s, social media, AI tools and NFT's transformed creation and distribution. Today, digital art continues to innovate with AI, blockchain, and immersive technologies, reshaping contemporary culture.

Definition: Digital art encompasses visual works made using computers, tablets, or other digital devices, including software like Photoshop, Blender, or Procreate.

Scope: It includes various forms such as illustrations, animations, 3D modeling, generative art, interactive installations, and virtual or augmented reality (VR/AR) art.

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Chip implantation technology

Assignment 1C: Speculative Futures

1. Concept

I picture a future where people have tiny chips in their brains that connect straight to the Internet. These chips will revolutionise the way we communicate and access information. We can communicate instantly with anyone, anywhere, at any time, without the constraints of time and place. We can also access any information or knowledge we need instantly, making it easier and faster to learn new things, make decisions or get work done. Not only will this make life more convenient, it will also help us collaborate better and solve problems faster.

In healthcare, this technology could be really helpful. Brain chips could monitor our health and even treat brain diseases like Parkinson's or Alzheimer's. This would help people have more control over their health and make treating serious illnesses more accurate and effective.

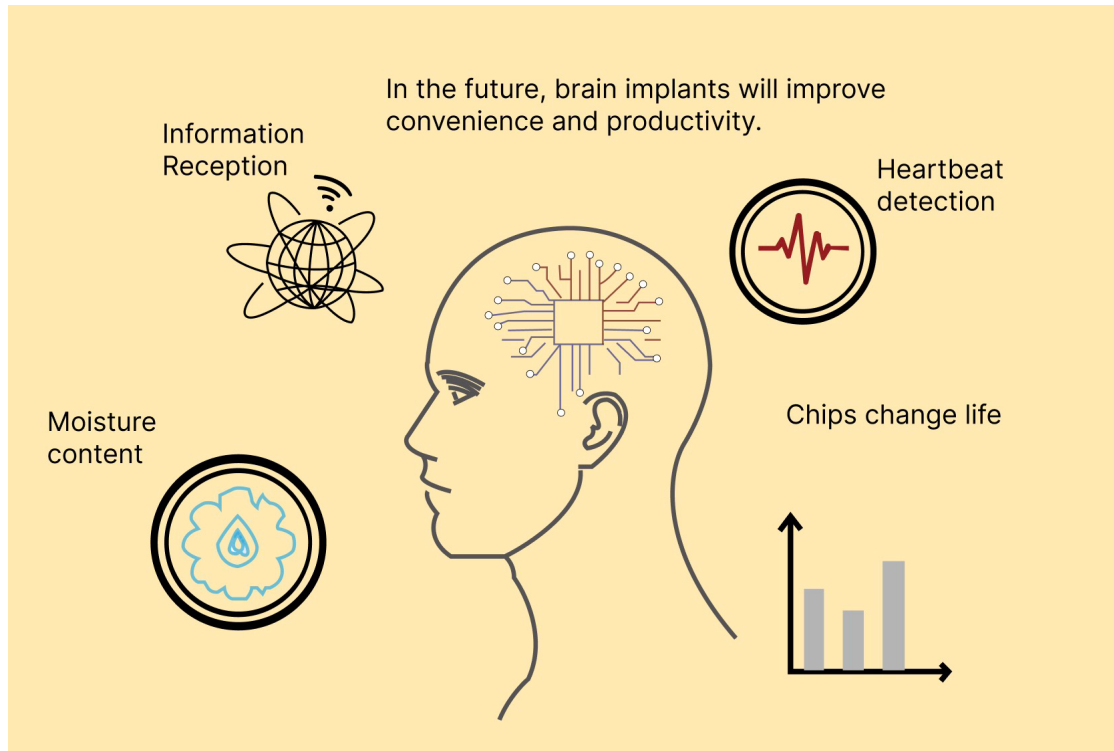
However, there are also big risks with this technology. Privacy and security are huge concerns. If brain chips are connected to the Internet, hackers could steal personal data, thoughts, or even memories. Governments or other organizations might also monitor people's minds. Losing that kind of privacy would make many people feel uneasy and unsafe.

The widespread use of brain chips could also raise ethical issues. For example, if only rich people can afford the chips, the gap between rich and poor will widen. The poor could fall behind in education, jobs and other areas. Chips could also affect people's freedom of thought and, if abused, could even take away our ability to think for ourselves. People from different cultures may not accept this technology in the same way, which could lead to cultural conflicts and divide society.

Another concern is technical problems. If a chip malfunctions, it could damage the brain and even put lives at risk. People could also become too dependent on the chips and lose their ability to think or solve problems for themselves. Finally, not everyone's body will accept the chip - some people could experience rejection or health problems from the implant.

In general, while this brain chip technology has great potential to transform human lifestyles and society, it also poses many complex challenges. From technological progress to ethics, privacy, security and health risks, these issues require us to think deeply and find a balance so that this technology can truly benefit humanity rather than create more problems and anxiety.

2. Concept map



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Flower Festival

Major Assignment 1D: Multiformat Campaign

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Content

1. Introduction of Flower Festival
2. Logo of Flower Festival
3. Tickets of Flower Festival

1. Introduction of Flower Festival

Festival Concept

The "Flower Reflection Clouds Festival" is inspired by Yunnan's rich flower resources and multi-ethnic culture to create an urban festival that combines natural beauty and traditional culture. Through the concept of "symbiosis between man and nature, integration of flowers and culture", Yunnan will be built into the "Flower Capital", attracting global tourists to experience flower culture, ethnic costumes, food and art.

Festival Theme Activities

Flower Parade:

A flower theme parade is held on the main streets of the city. The floats are decorated with Yunnan's unique flower shapes, such as azaleas and camellias. Participants wear ethnic costumes with flower elements to showcase Yunnan's colourful culture.

Flower Field Concert:

An open-air concert is held in the suburban flower fields, inviting local ethnic bands and modern musicians to perform on the same stage,

creating an audio-visual feast that combines nature and humanity.

Flower Design Competition:

Flower designers from all over the world are invited to create unique works based on Yunnan flowers, which are exhibited at the festival and the best flower art is awarded.

Flower Market:

A flower-themed market will be opened to sell Yunnan's unique flower products such as flower tea, essential oils and flower handicrafts, and a DIY experience area will be provided where tourists can make flower accessories themselves.

Promotion mechanism

1. Produce a promotional video for the "Flower Reflection Cloud Festival" to promote the highlights of the festival through social media and short video platforms to attract the attention of young people.
2. Cooperate with flower-themed brands to launch joint products such as floral perfumes and festival-limited drinks to expand brand influence.
3. Set up large-scale floral sculptures and art installations on city streets

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and landmark buildings to create a strong festival atmosphere.

2. Logo of Flower Festival



The logo combines flowers with the name of the festival to highlight the theme of the festival.

3. Tickets of Flower Festival



The design of this ticket is inspired by rose petals. The unique shape cleverly echoes the rose in the festival logo, symbolising the beautiful scene of blooming flowers. As a flower that symbolises love and beauty, the rose conveys the warmth and romance of the festival, as well as symbolising colourful culture and life.

The barcode on the ticket is in the shape of a butterfly, a symbol of freedom and change in nature, which complements the theme of the Flower Festival. The butterfly's wings dance, suggesting the blooming of each flower and the beauty of each moment of the festival. The design of the barcode not only meets the convenience of modern technology, but also perfectly combines the elements of nature and art, adding mystery and fun to the festival.

In addition, the ticket also incorporates the traditional costumes of ethnic minorities in Yunnan, showing the rich local ethnic culture. Yunnan is a place where many ethnic groups come together. The costumes of various ethnic groups are colourful, exquisitely patterned and have a unique artistic charm. The detailed design of these ethnic costumes represents the wisdom and beauty of the people of Yunnan, and also symbolises the integration and harmony of different cultures. Through such a design, the ticket is not only an entrance ticket, but also a cultural transmission and display, giving people an immersive experience.

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The overall design of this ticket not only makes people feel the joy and beauty of the festival visually, but also contains a deep respect for nature, culture and tradition, allowing each ticket holder to feel the unique charm of the festival.