SD1103

Digital Visualisation
Enquiry-based task
Individual

2022

Project
Title:

Profile Pic:

Student
ID:

Group:

Tutor:

Illustrator
Photoshop
Dimension

1 Line
Line & Music

2 Shape
Shape & Abstraction

3 Type
Figure & Ground

4 Contrast / Harmony / Balance
Logo mock-up

5 Colour
Branding Colour

A
Skills

B
Create

C
Discuss

Digital Visualisation

1 Line
Line & Music

1 Introduction

1A
Skills

Follow the demonstration of the video. Try to create the sample figure and take this skill as a reference to your project.

Illustrator Skills
[Adobe official tutorial](#)

Tutor's demonstration
English
[Introduction to illustrator](#)
Cantonese
[Document & Art board](#)
[Shapes](#)
[Line](#)
[Selection](#)
[Blend](#)
[Alignment](#)
[Group / Ungroup](#)
[Fill and Stroke](#)

Line

The line surrounding a format
- Christian Leborg

Video1A.1 ([CHI](#)) ([ENG](#))

Video1A.2 ([CHI](#)) ([ENG](#))

Video1A.3 ([CHI](#)) ([ENG](#))

Your Work

Your Work

Your Work
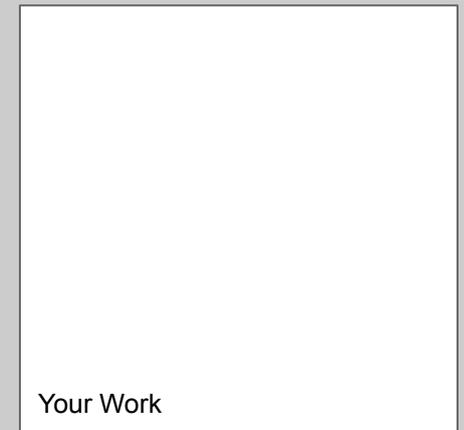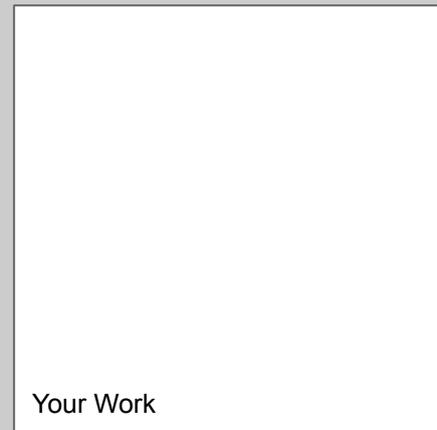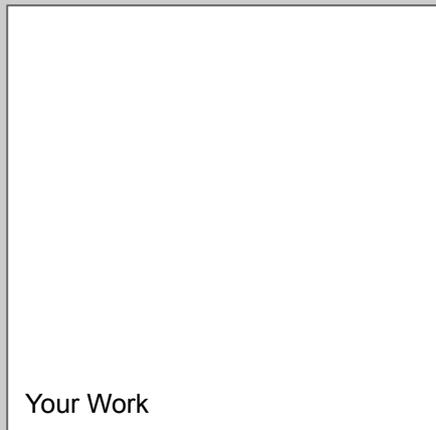
Line & Music

Creating a symbol with simple lines to create circles, squares, rectangles and triangles for the icon to convey the feeling of the songs.

Answer 2 only

Example:

Friend

Designed for Theater der Freundschaft in 1982.

Designed by Rainer Menschik.
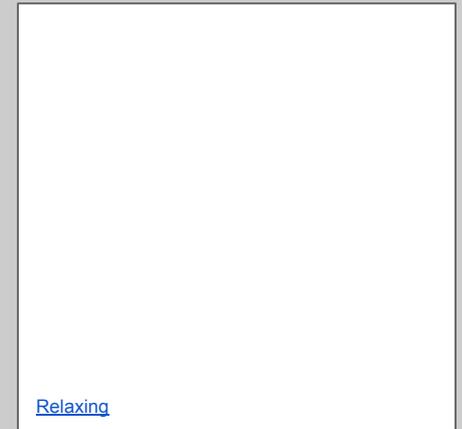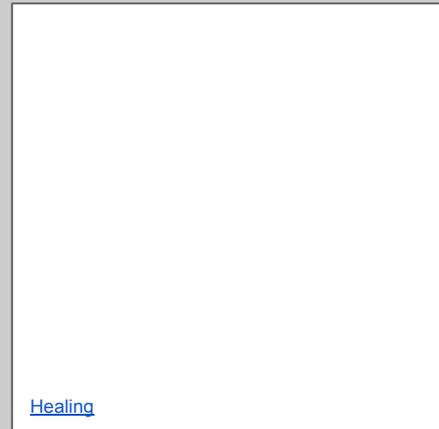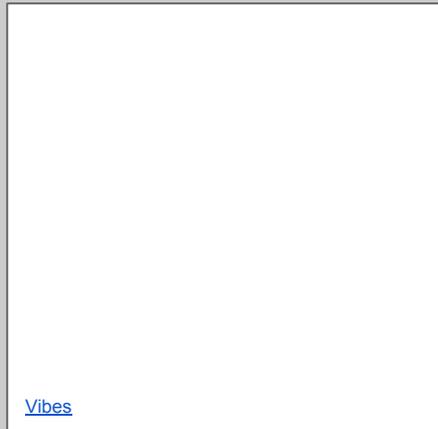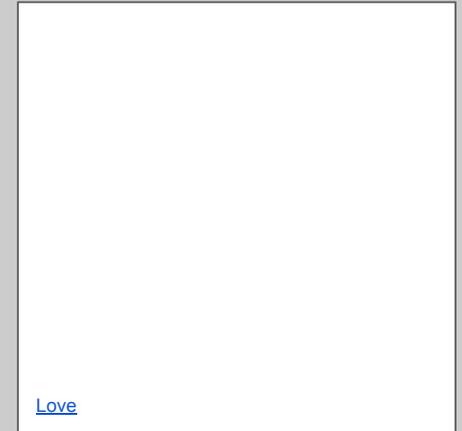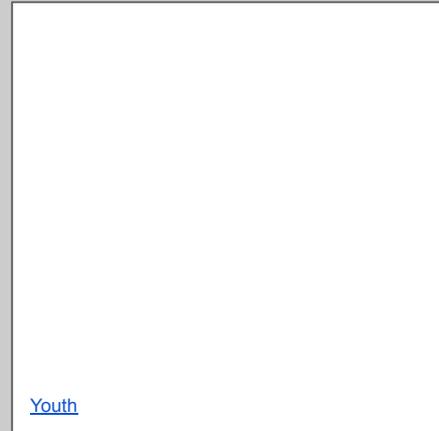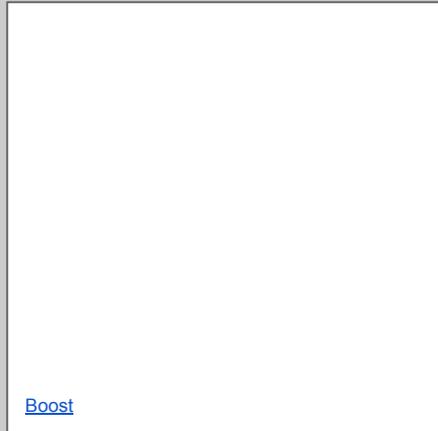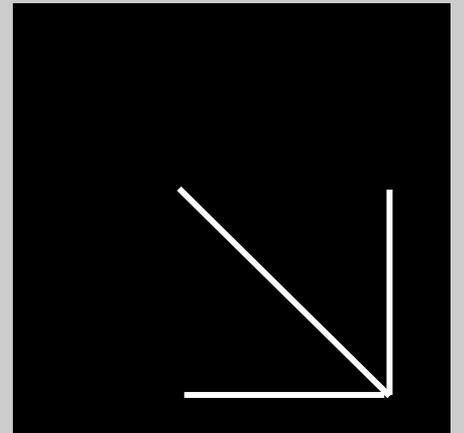
PolyU Design

Boost

Youth

Love

Vibes

Healing

Relaxing

Please complete the form
before tutorial

Line Representation

During the tutorial, the tutor wants to understand your concept of how you create symbols with music.

Discuss with your tutor to identify at least **two Project Titles** from the team members for your digital literacy project.

At the end of the tutorial, you can answer whether this approach has helped you think about the visual identity of your project.

Notes and Reflections from Discussion

*Project Title 1:

*Project Title 2:

SD1103

Digital Visualisation

2 Shape
Shape & Abstraction

2 Introduction

Shape

The terms negative and positive relate to opposite values such as opaque and transparent, light and dark, convex and concave, solid and hollow. - Christian Leborg

Follow the demonstration of the video. Try to create the sample figure and take this skill as a reference to your project.

Example 2A.1 (CHI) (ENG) (materials)

Example 2A.2 (CHI) (ENG) (materials)

Example 2A.3 (CHI) (ENG)
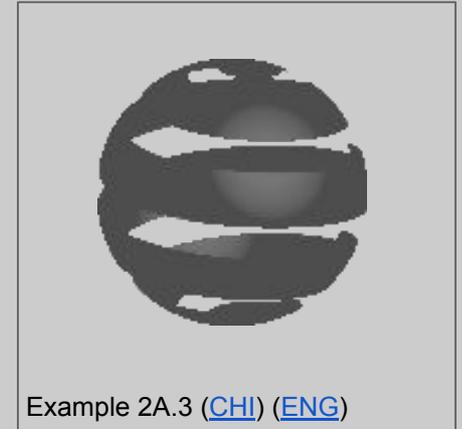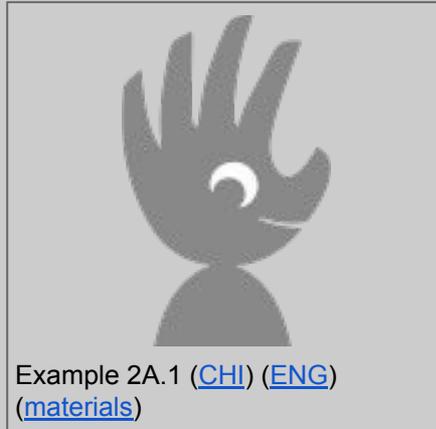
Illustrator Skills
Tutor's demonstration

Cantonese
Path
Pathfinder
Autotrace
Image trace
3D Mapping
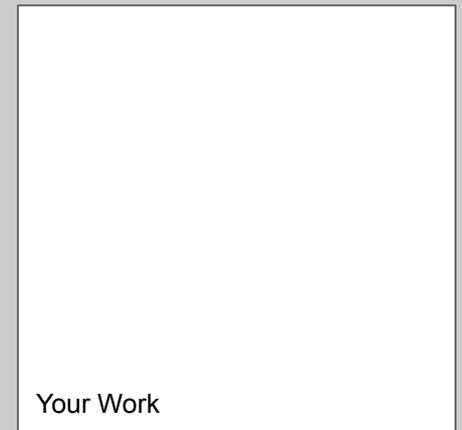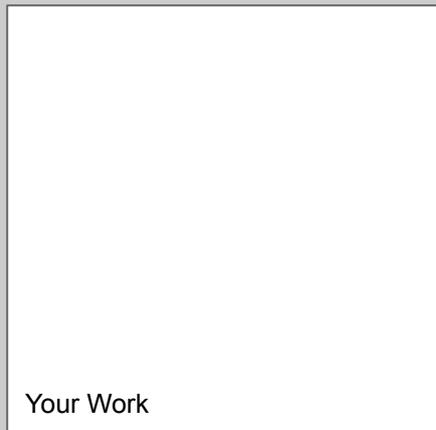
Your Work

Your Work

Your Work

PolyU Design

Shape & Abstraction

Find 2 real object photos that you think are related to your project. Based on your reference to develop a logo for your project.

* No illustration, cartoon and drawing

Caring
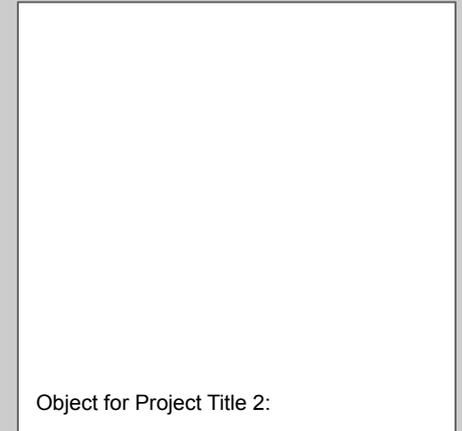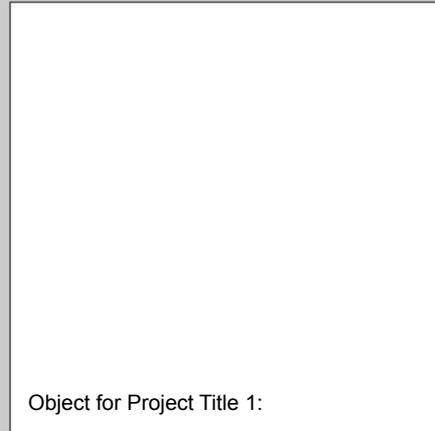
Designed for California Conservation Group (Proposed) in 1978 Designed by Michael Vanderbyl
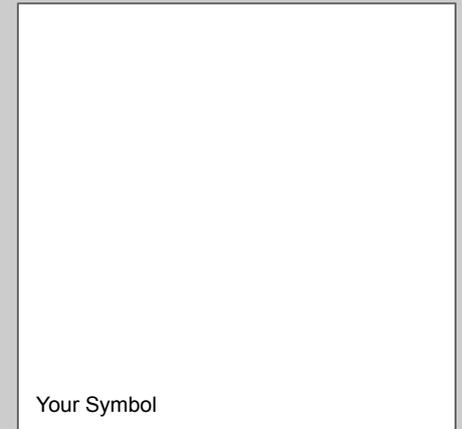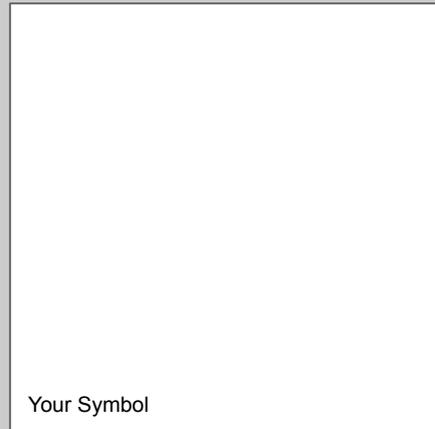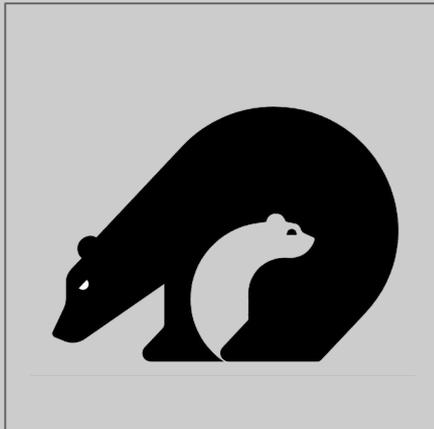
Object for Project Title 1:

Object for Project Title 2:

Your Symbol

Your Symbol

Shape Meaning

During the tutorial, the tutor wants to understand your concept of how you abstracting object to symbol.

Discuss with your tutor to find out the communication issue of your symbols.

At the end of the tutorial, you can answer the criteria for choosing these symbols as the visual identity of your project.

Notes and reflections from discussion & tutorial

Digital Visualisation

3 Type
Figure and Ground

3 Introduction

Type

When several elements are put together creating a state of balance. Contrast is a force in opposition to harmony, but contrast and harmony will aways function together. A harmony can be full of contrasts and contrasts can be harmonious.
- Christian Leborg

Follow the demonstration of the video. Try to create the sample figure and take this skill as a reference to your project.

Example 3A.1 (CHI) (ENG)

Example 3A.2 (CHI) (ENG)

Example 3A.3 (CHI) (ENG)

Illustrator Skills

Alignment
Group / Ungroup
Fill and Stroke
Unite / Minus of-
Compound Shape
Rotate & Reflect

Your Work

Your Work

Your Work

3B
Create

Try to create a logo with a hidden meaning based on the Project Title you came up with in the first week.

You can start with the google font and then modify it further in illustrator.

FedEx

Designed for FedEx in 1994, Designed by Lindon Leader

Figure and Ground

* No illustration, cartoon and drawing

Fedex

Fedex: Futura Bold

Project Title 1:

Project Title 2:

FedEx
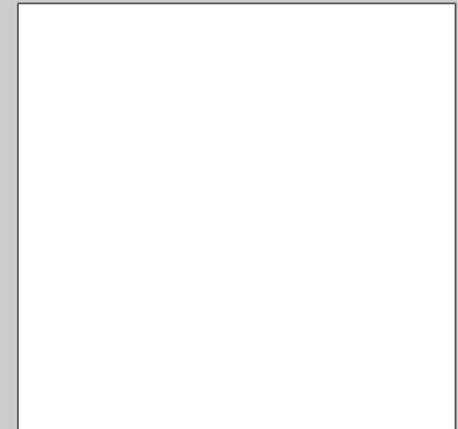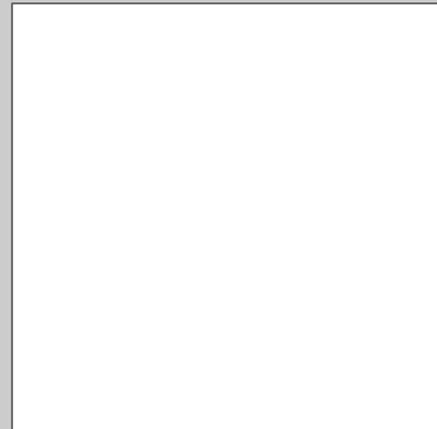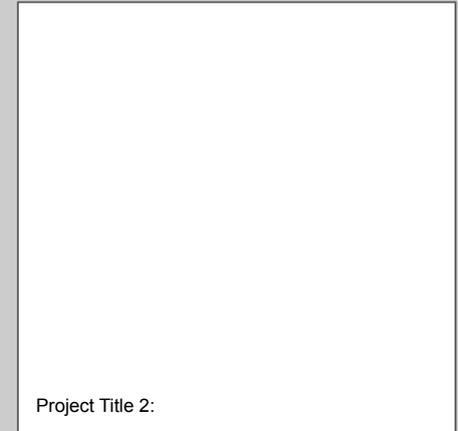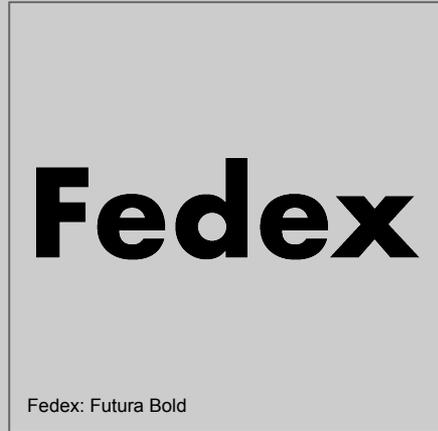
Please complete the form
before tutorial
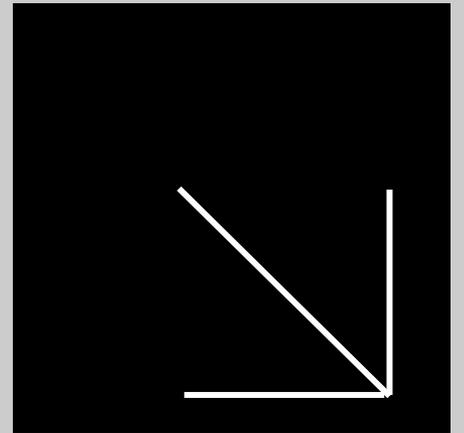
3C
Discuss

Applicability

During the tutorial, the tutor will want to understand your concept of your logotype expression.

Discuss with your tutor and find out project flexibility based on SWOT analysis.

At the end of this tutorial, you can answer whether this method can be used for your project visual identity.

Notes and Reflections from Discussion

PolyU Design

Digital Visualisation

Logo lockup and
Composition

4 Introduction

4A
Skills

Logo lockup and Composition

When several elements are put together creating a state of balance. Contrast is a force in opposition to harmony, but contrast and harmony will aways function together. A harmony can be full of contrasts and contrasts can be harmonious.
- Christian Leborg

Follow the demonstration of the video. Try to create the sample figure and take this skill as a reference to your project.

Example 4A.1 (ENG) (materials)
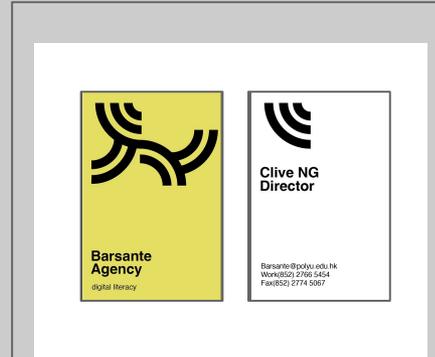
Example 4A.2 (ENG)
85mm x 55mm
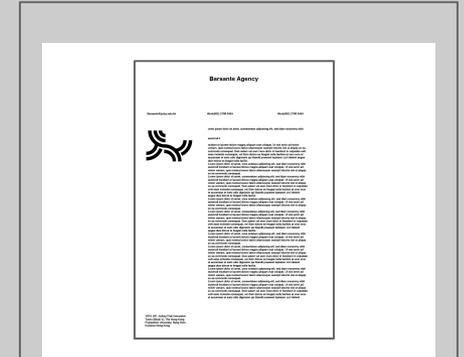
Example 4A.3 (ENG)

Your Work

Your Work

Your Work

PolyU Design
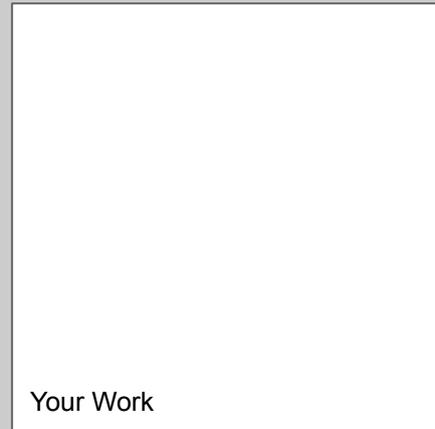
Project Title Card

Try making a black &
white business card
using the signs and
symbols you made in
2B and 3B.

The stand name card
size is: 88.9mm x
50.8mm

By Litonhosen

PolyU Design

Front	Front
Back	Back
Project Title 1 & logotype :	Project Title 2 and symbols:

4C
Discuss

Composition

During the tutorial, your tutor will want to know your strategy for arranging information.

Discuss and identify issues regarding alignment, balance and spacing with your tutor.

By the end of this tutorial, you should be able to understand the issues involved in the composition of visualisation skills.

Notes and Reflections from Discussion

Digital Visualisation

Logo lockup and
Composition

5A
Skills

Colour

Youtube video of Colour application

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- Christian Leborg

Follow the demonstration of the video. Try to create the sample figure and take this skill as a reference to your project.
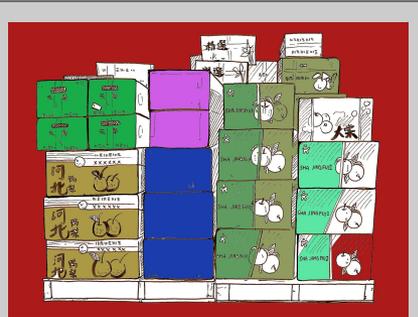

Example 5A.1 (ENG)
Drawing to colour material

Example 5A.2 (ENG)
mockup image to colour material
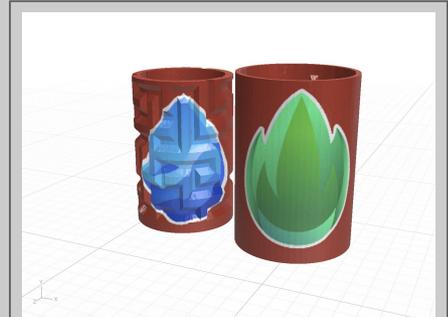
Example 5A.3 (ENG)
3D image to colour material

Photoshop Skills
Selection
Layer
Color adjustment

Your Work

Your Work

Your Work

Mockup

Use primary colours,
highlights and
background colours on
your logo and draft
product.

You can use the
Tinkcad draft of digital
literacy as a template
for visualisation.

Designed for Mastercard
Designed by Pentagram
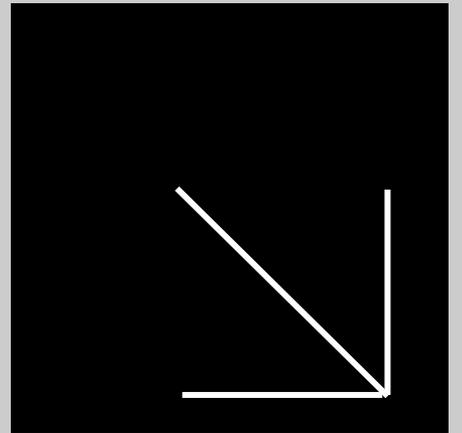
Example: Brand

Project Title 1: Brand with colour

Project Title 2: Brand with colour

Example: Product

Project Title 1: Product with colour

Project Title 2: Product with colour

PolyU Design

Please complete the [form](#) before tutorial

Visual identity

During the tutorial, your tutor will want to know the emotion you want to express with the colour combination.

Discuss and colour with your tutor about contrast, harmony and emotion.

Identify the most appropriate logo for the second phase of group work.

By the end of this tutorial, you should be able to understand how colour can change the character of your design.

Notes and reflections from discussion

PolyU Design