

FINAL PRESENTATION

GRAPHIC DESIGN

Sean Chen

TOPIC

- Logo for portfolio landing page / business card
- Personal branding

IDEAS / CONSTRAINTS

- Use initials: S, C
- Concept: When two skills meet

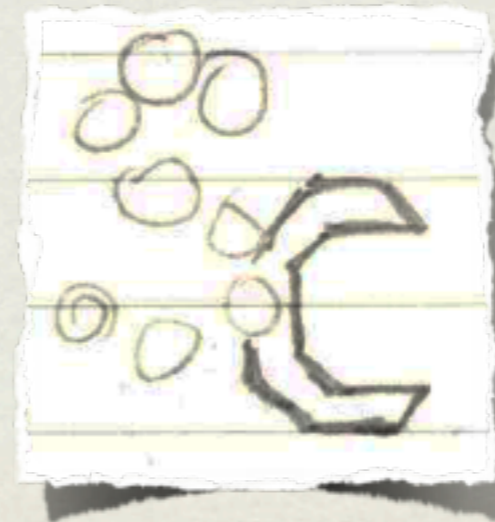
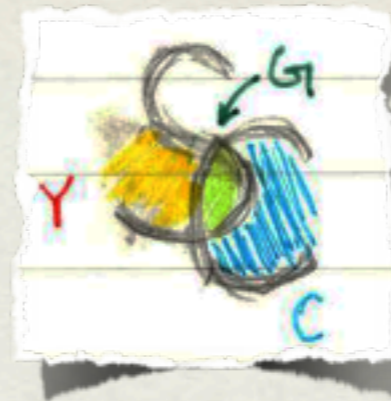
ROUND 1

- Combinations of characters



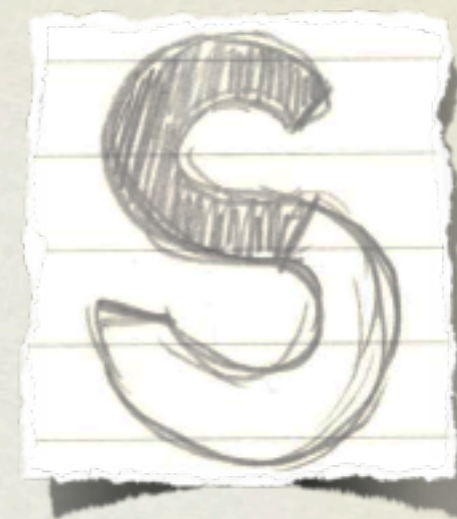
ROUND 2

- Overlapping colors
- Characters standing for design & technology



ROUND 3

- More variations of combinations

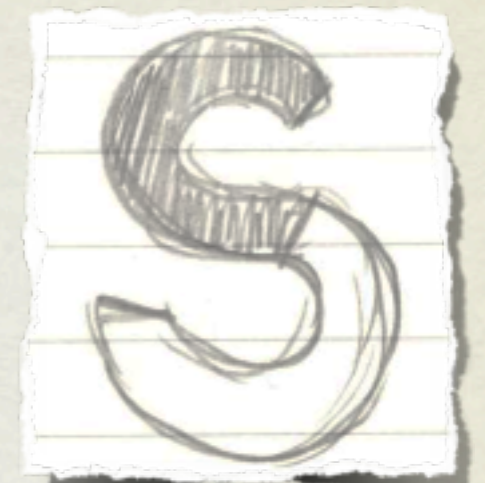


ROUND 3

- More variations of combinations



?



magnet?



Superman?



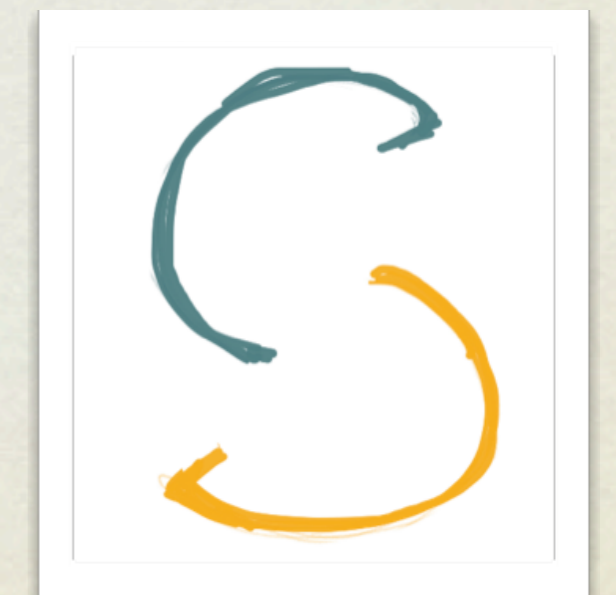
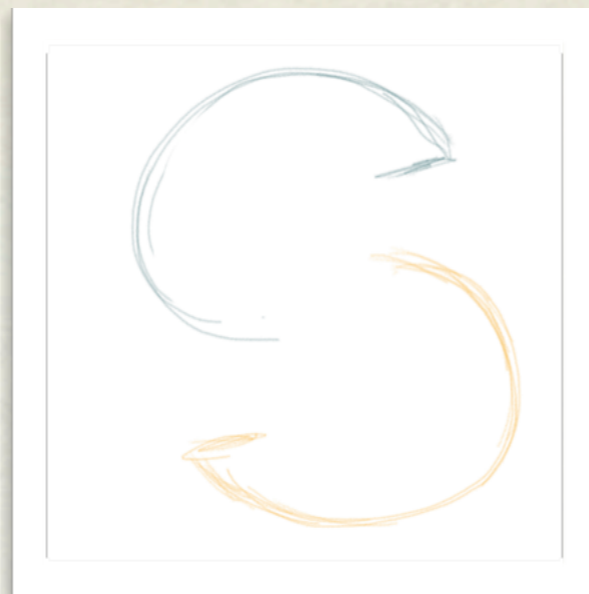
Chanel?

CONCEPT SELECTION

- 2 Cs that make an S

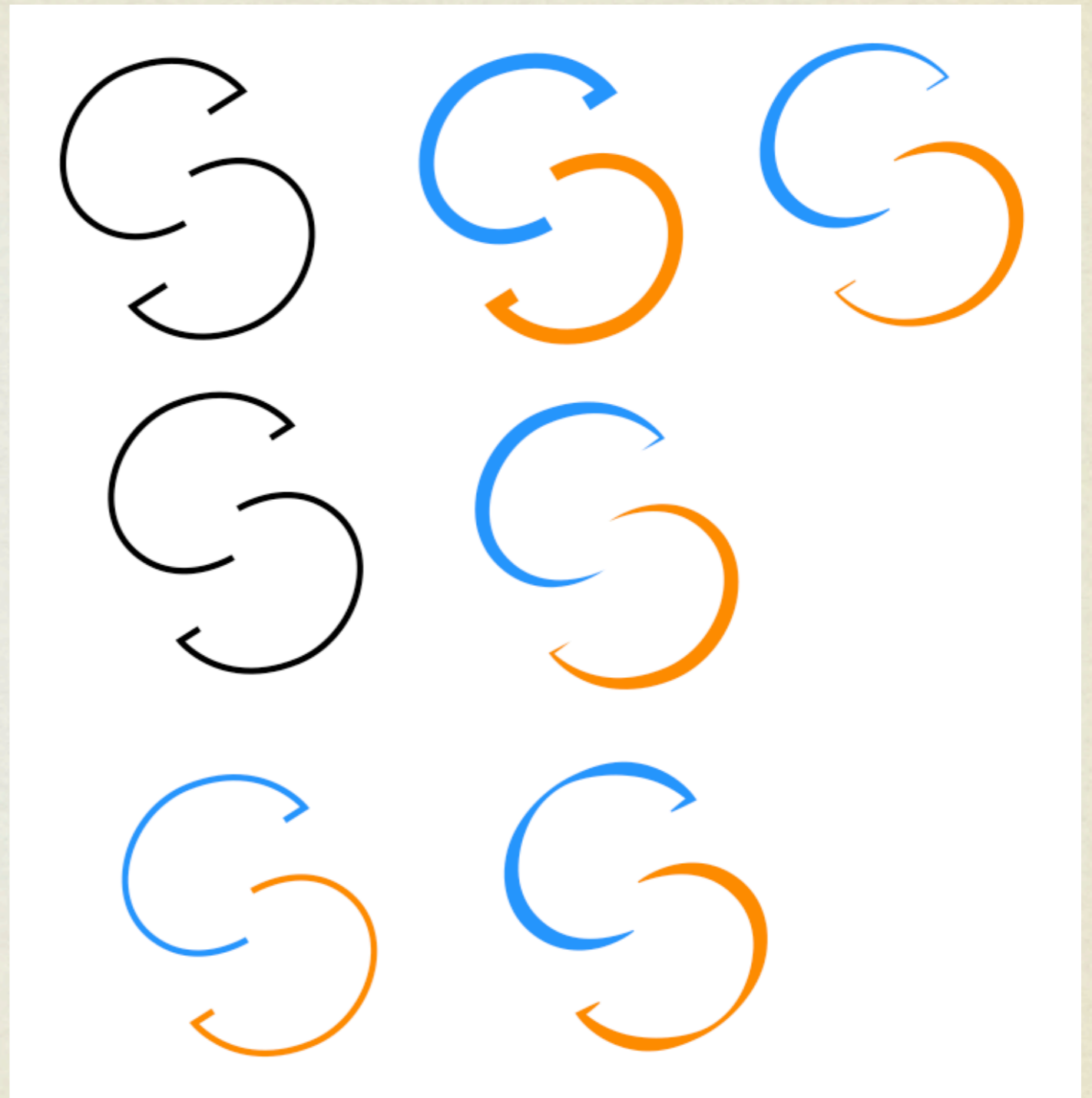


DIGITAL 1 - IPAD



DIGITAL 2

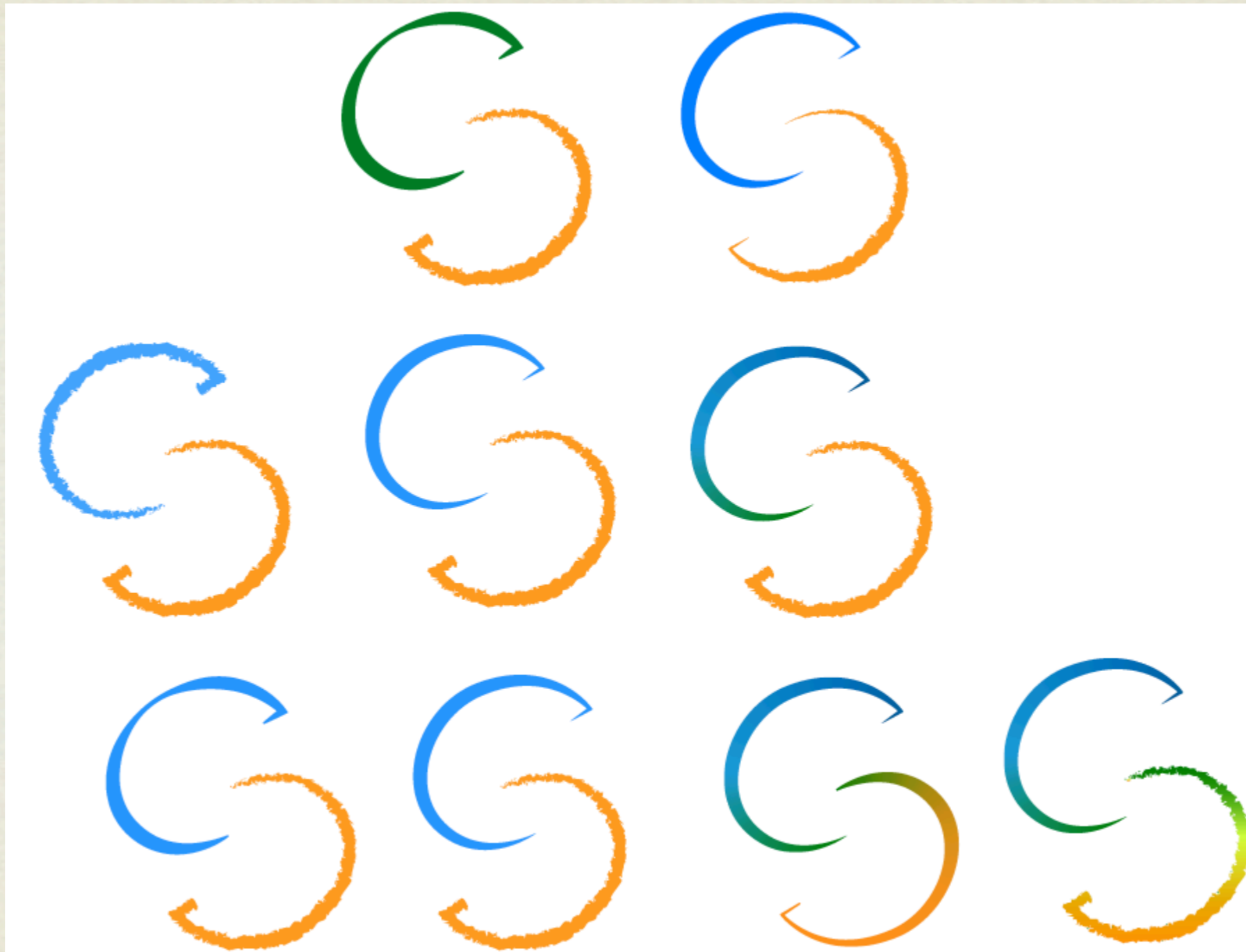
- Start using illustrator
- Different colors, stroke weights, stroke profiles



DIGITAL 3

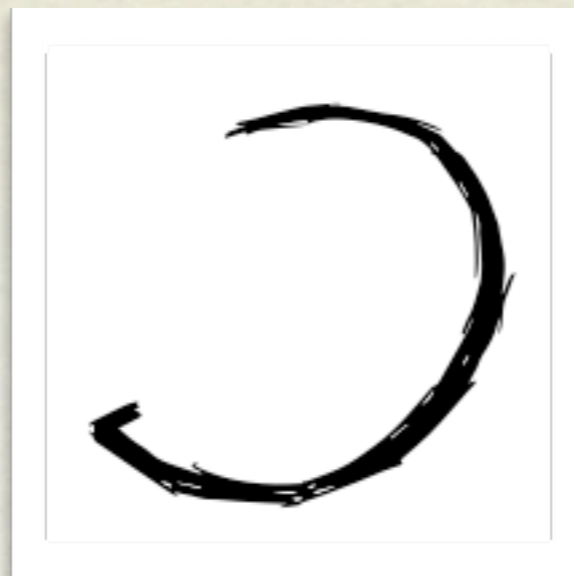


DIGITAL 4



DIGITAL 5

- Scan hand sketch



DIGITAL 6



DIGITAL 7



THANK YOU