

Brief Three

Communication Design 2 - Visual Diary

ACCD200

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SGSB3MY78

Phase One  
Group work

We were put into groups for this brief. I was chosen as a group leader and my lecturer, Bianca, grouped us according to our personality traits. This was done in order to prevent conflict and ensure a harmonious working environment. I do think that my personality was incorrectly interpreted. However, I did work well with both of my group members.

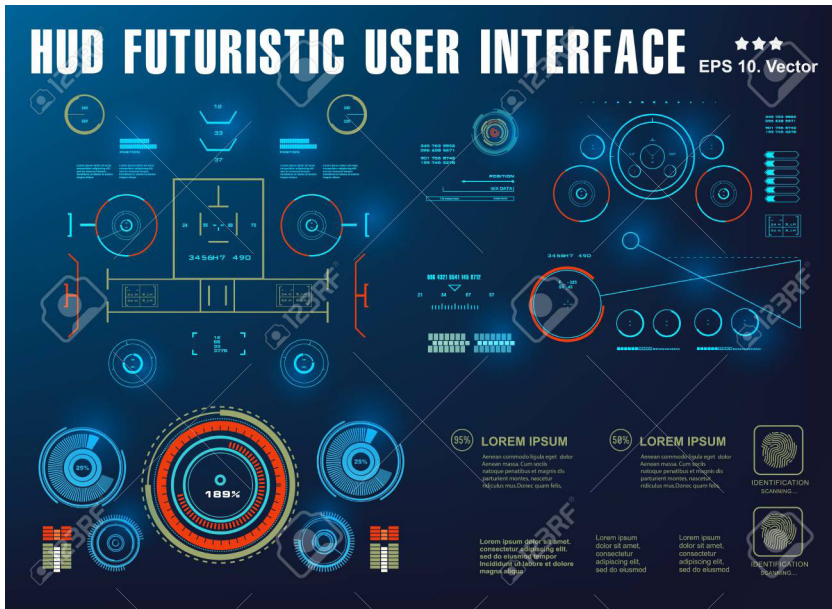
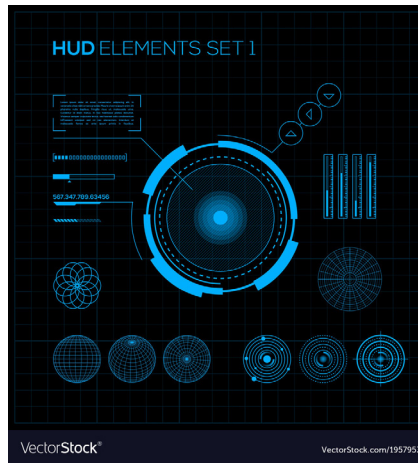
Research

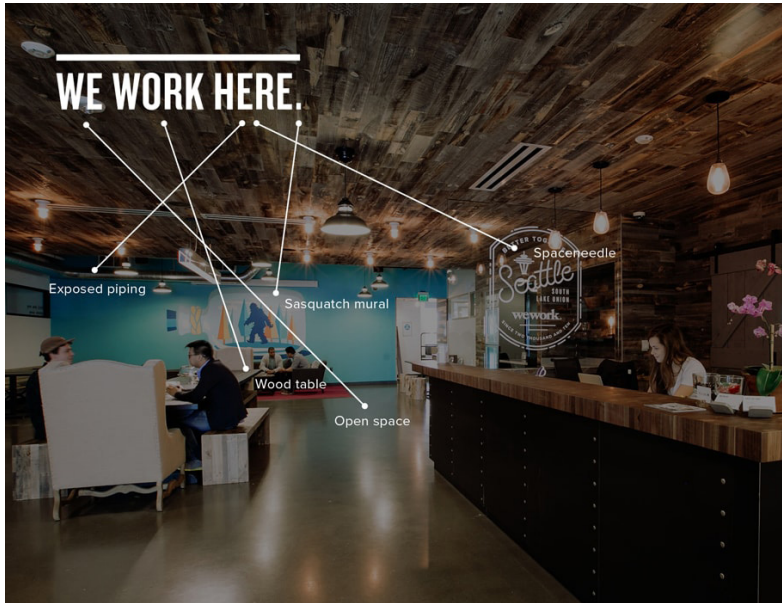
We came together as a group and discussed which type of theme we were going to use and, thereafter, researched the theme and brainstormed ideas.

The theme we went with was a futuristic/80s theme.

We first looked at the IoT brand manual as well as the Pearson logo and all of the different elements that come with Pearson (as a brand). From there on, we looked at different types of brand manual and then moved onto looking at imagery that supported our theme.

We also looked at Katy Perry's 'ET/Futuristic Lover' video in order to get a feel/idea of how to execute the work.







Brainstorming session

We had a brainstorming session about the name, colour scheme, one pager and so forth.

- Names: -PSC (Pearson Short Courses)
- the PIT revolution
    - The 4th Mind
    - 4 The Future
    - PloT
  - the PSC Revolution
    - 4FR (4ever)
    - 4IT
    - 4IR learning

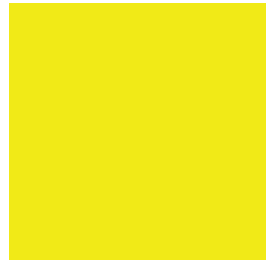
We had some clashed about the names as some of us had differences in opinions on certain names and some of us just felt strongly about certain names.

We eventually chose the name '4 The Future' and 'Learning 4ward' as the slogan. The reasoning behind this is that as a student or just a human being one always wants to move forward and progress; move towards the future, successfully.

For the colour schemes we looked at Pearson and IoT's colour schemes and decided on a palette of our own.

We then referenced the 80s and futuristic styles.

We used this to also create our logo and one pager.



THE FUTURE

Learning 4ward

PRIMARY LOGO



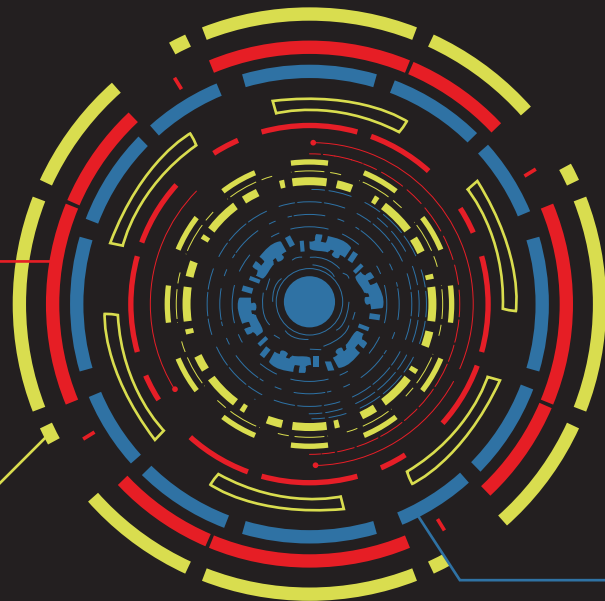
ALTERNATIVE LOGOS



COLOURS

Red  
C4 M100 Y100 K0  
Web# E31F26  
R227 G31 B38

Green  
C18 M2 Y84 K0  
Web# D9DD50  
R217 G221 B80



FONT

**HEADINGS: FRANKLIN GOTHIC BOOK DEMI CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**BODY COPY: FRANKLIN GOTHIC MEDIUM CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Blue  
C83 M52 Y15 K1  
Web# 3372A5  
R51 G114 B165

We compiled a video - which was created on Adobe After Effects - for our presentation which showcases our entire brand of work.

## Reflection Statement

This brief, in a nutshell, was very interesting and a lot of work. We, honestly, did manage our time well this time and worked very well together as a group.