Logo Design & Portfolio

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Creating Web Graphics

You and Andrej Ferko
Class and Individual Work
Topics for the Creative Work

• Your White Page
  – CV, structuring the message
    • Professional Part
    • Personal Part
  – scenario, text and Netiquette
  – logo, pictures and the law violation

• Your Personality Page (What is INTERESTING?)
  – VRML, Java, software and others – PORTFOLIO
  – Web Galery Object Creation
  – Your Contribution for EU, SK, BA, CU... Idea: World Cultural Heritage in Central Europe or e-learning (BSc thesis)
CU Student Evaluation

- Two brief knowledge tests – midterm & final - AF

- 2D – XML and MathML – 2 pages
  www.sccg.sk/~valentova

- 3D – VRML (Blender, Collada, X3D...) – textured 3D object

- Webpage – technology festival or message
WeGa Project Ideas

– Your Gallery

– Compare e.g. pg.netgraphics.sk, VisibleArt.net...

– www.europrix.org - Your challenge

– CGEMS, Webby, Pirelli – global level
WWW & XML >> WWD

- Million User Interface
- VRML 1.0 and VRML 2.0 and X3D
- VRML ECMA Script, VRML EAI...
- Data Mining
- Collaborative Hypermedia, Virtual Sculpting, MUDVR
- MPEG-4 & MPEG-7 Goals
- Content Age, Semantic Web
XML & MathML

• A strong item in Your portfolio
• Project idea – Math Terminology
• Workflow – scan, OCR, edit, publish
• Tools – scanner, ABBYY or so, XMLeditor, publish/nopublish (legal issues) ~ 700 pages, www.sccg.sk/~Valentova
• Your work until Oct-25-2006 – 2-3 pages
XML & MathML

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PPT Presentations by Zuzana Valentova

- www.sccg.sk/~Valentova
Synchronisation I

- Similar books or tutorials for other browsers
  - [www.mhhe.com/cit/net/learning]
Synchronisation II

• WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes

• http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm
Art for Computer Graphicists

- Andrew Glassner, SIGGRAPH 1998 CN

- Logo Design
- Color and Art Techniques
- What we could know more?
Recent Books in Czech/Slovak

- 30 chapters, 500++ pages
- 2006 –
The Third Wave

• Alwin TOFFLER

• agricultural wave
• industrial civilization and thinking
• postindustrial wave, information society
Alternative Culture

- William GIBSON: Neuromancer or Johny Mnemonic - CYBERSPACE

- Douglas ADAMS: Hitchhiker´s Guide to Galaxy

- Matrix dystopy and Murphy´s Laws
Internet before Computers

- IDEA,
- METHODOLOGY,
- TECHNOLOGY (Hyper-G example)

- Computer in 19th Century: Ch. Babbage
- Software Idea: Ada Lovelace
- Internet Idea - smoke and mirror signals, bird postman
Communication Interfaces

- Author - Application Programmer - GS Author - User

- What is interesting for users?
User Interaction Model and Development

- Prompt, measure, trigger, input data record, echo, acknowledgement, processing, prompt...
- Request, sample and event mode
- 6-7 logical input devices
- GUI: 1D, 2D (WIMP), 3D (noimmersive and immersive solutions)
- menu-choice tree (acc.) or hypertext
Creating Webpages

- Content
- Context
- Message
- Visualization and Sonification
- Hierarchical Creation of the Picture 2D
- Fun and humor
- USER mystery (population stereotypes, rules of sensing…)
Web Pages Design

- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
- Page maintenance
- Page types and e-shop types:
  - in-town, out-of-town, underground
  - www.compuserve.co.uk/shoppingcentre
Web Page Perception

- Document
- Painting
- Radio
- Theater
- Movie
- Human (audio)visual system
- VR
- Interactive & Adaptive Hypermedia
- IT product
- Legal entity
- Future avatar
Communication 2

- Original <--- Recipient  
- Original … Two recipients  
- Incomplete original  
- Two parts of original, two recipients  
- No original => Model, representation  
- No model => Darstellung, Ostension  
- Knowledge direct or indirect  
- Metacommunication, semiotics

- Optimize the download time, e.g. www.QuikCAT.com
Communication 3

- New page = 30 seconds and 3 clicks
- Decision to continue
- What happens the first 10 seconds?
  - head tracking
  - eye tracking
  - vision [Marr82]
  - cognitive processes

- Optimize the download time, e. g. like www.QuikCAT.com
Directing the E. T.

- The simplest case: plain text
- The page is presented as a book
- Documents and DTP rules, TEX
- Web page is ~2D: structuring texts
- Directing of reading, index, links
Directing the ear trajectory

- The simplest case: radio
- The page is presented as a 1D sound stream
- Listening to the read document
- Directing of listening, index, links,
- search, rewind, repeat...
MIME Formats

- JPEG: ftp://rtfm.mit.edu/pub/usenet/news.answers/jpeg-faq/part1
- PNG: http://www.boutell.com/png
- XML:
- SVG:
- UTF8: http://www.iso.ch/cate/d18741.html
- ... http://ds.internic.net/rfc/rfcxxxxx.txt
- instead of ISO/IEC, EUN, STN
Advanced Technologies

• JAVA:
• FLASH:
• TCL, PHP, Perl, Tcsh, JavaScript, VisualBasicScript:
• ASP, ASP.NET:
• WAP:
• DISAPPEARING COMPUTER:
• NOMADIC COMPUTING, XML,
• ISI, IEC, ITU, W3C
• ...

Web Graphics – Logo Design & Portfolio
Web Page Design Issues

- Mitchell SIGGRAPH98 Course Notes
- Intent and Audience
- Type 1 of Site: information-based
- Type 2 of Site: offer experiences, emotion
General Issues

- Browsers, platforms, bandwidth
- Testing in various environments
- Copyright Issues
- Keeping Information Up to Date
- Comments
Principles of Design and Page Layout

- Structuring Whitespace
- Balance, visual weight: size, value, density
- Symmetrical Balance
- Lack of Balance
- Consistency Across Pages
- Designing for Paper or WWW: safe area
- Using Grids
- Focal Point and Path
Logo Design (Glassner 98)

- Logo, title, message

- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
Art for Computer Graphicists

- Andrew Glassner, SIGGRAPH 1998 CN
- Logo Design
- Color and Art Techniques
Logo Five Goals

• Identify the product
• Differentiate it from other products
• Unify all products in the same line
• Explain what the product is
• Anthopomorphise the product and manufacturer

• The product = Your web page this time
Types of Logos

- Name only (DIGITAL)
- Initials (IBM,)
- Name and Symbol (Dolby, hp) ((AF: semiotics))
- Picture Name (OpenGL, Kodak)
- Associative Image (Mercedes, Linux)
- Abstract Image (the hardest one)
Legal Protection Six Levels

- Imaginary Names – easy to protect
- Arbitrary Names
- Suggestive Names
- Descriptive Names
- Personal Names
- Generic Names (paper, xerox, phong) – hard

- … another McDonald has less rights
Logo Design Process

- Specify the desired trademark
- Research the client, the market, the audience
- Develop some ideas
- Choose a few to refine
- Present the best
- Refine and represent as needed, until the client approves
- Implement the final design
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Design Fundamentals

- Another story
PPT Presentation by Andrew Glassner

• Download from ACM SIGGRAPH page
• http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf
Selected Pages Survey

- www.webbyawards.com
- www.siggraph.org
- www.eg.org
- www.pricerunner.com
- www.europrix.org
Webpage Guidelines On-line

- Visually Critiquing Web Pages.
Webpage Guidelines On-line 2

  - http://devedge.netscape.com/viewsource/medads_usb.htm
  - http://www.useit.com/alertbox
  - http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm
Conclusions

• Authoring, ACM CC, Your portfolio

• WWW Design Issues

• Idea, Logo, Message, Project, ... Practical Work
Thank You

• For
• Your
• Attention