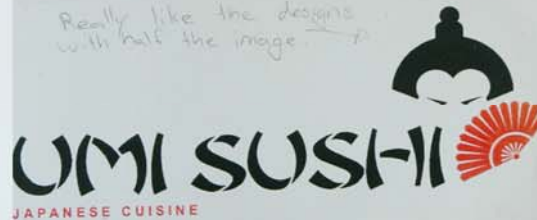


BALF

I plan to design an innovative identity package for a new sushi bar opening at Glenelg.
 The bar is located on Jetty Road, Glenelg, near Mosely Square.
 The logo must be fresh, vibrant and appeal to all age groups who enjoy sushi.
 The logo will be applied to standard applications of a business but also unique features of a takeaway restaurant like packaging and utensils.
 Requirements are that the logo or chosen name features on all products promoting the sushi bar.
 The restrictions that apply in the design process include that the font and image must be legible and it must be exclusively Japanese in style and easily identifiable with sushi.
 Some considerations that must be taken into account are the possible Japanese imagery and words that can be used and the consistency of the logo design across all formats.



Really like the designs with half the image.



SIMPLY SUSHI
TAKEOUT & DELIVERY



SAKAE
SUSHI



SHIBUYA

Once Again Japanese imagery very important and used extensively to represent the brand

Research ©

Practical Application
 Insightful and thorough documentation of creative visual thinking and problem-solving processes.



Practical Application

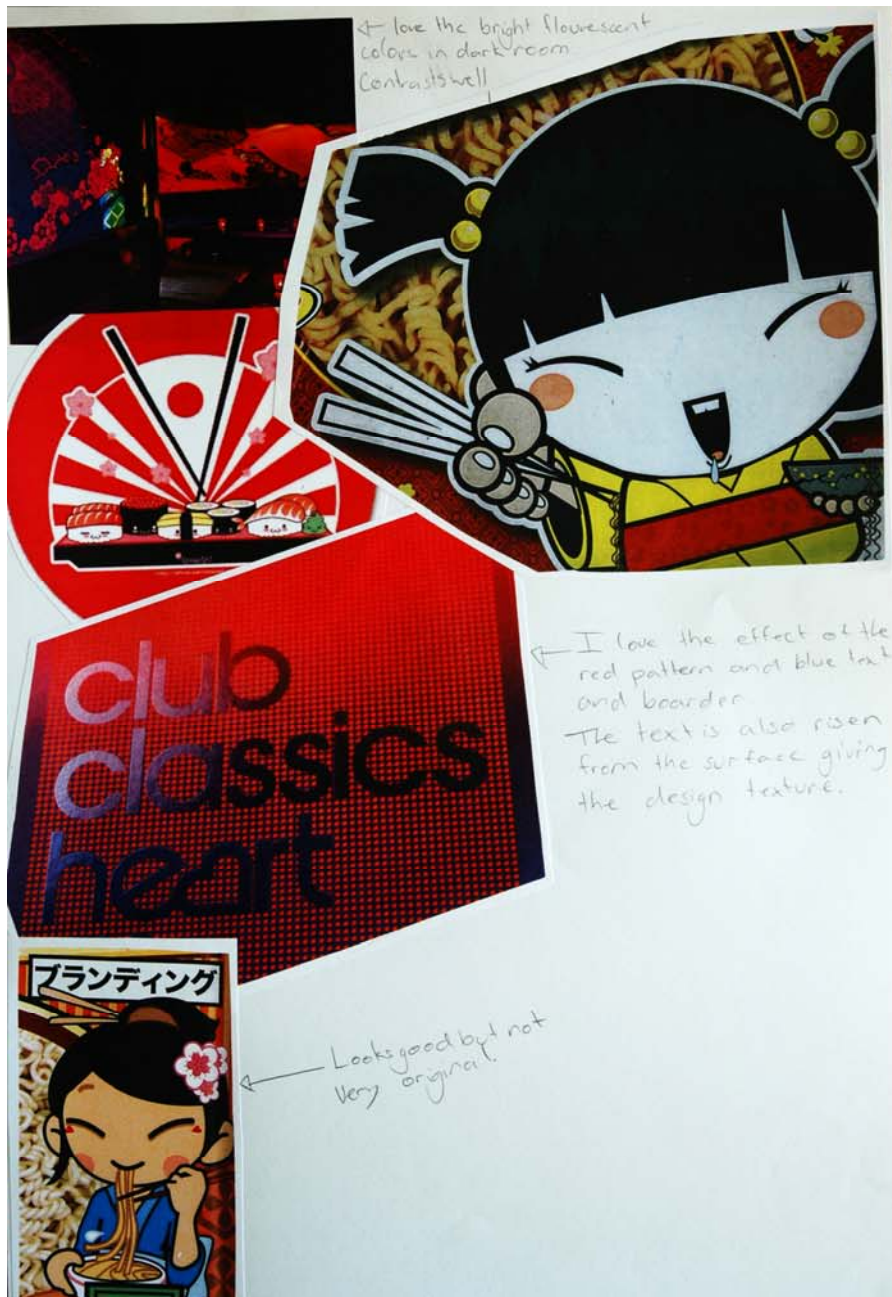
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Knowledge and Understanding

In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.

In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.



BRAIN



NAMES

Godzilla sushi
 Ninja sushi
 Fuji
 Black Lotus ✓✓✓
 Rising Sun Sushi ✓
 Bamboo Jungle
 Bamboo ✓✓
 Bonsai Palace ✓✓
 Raw ✓✓✓
 Sushi Shrine
 The Sushi Samurai
 Katana × ✓
 Ocean Delights ✓
 Samurai Sushi

sushi bar

さし
Sashimi



Practical Application
Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.



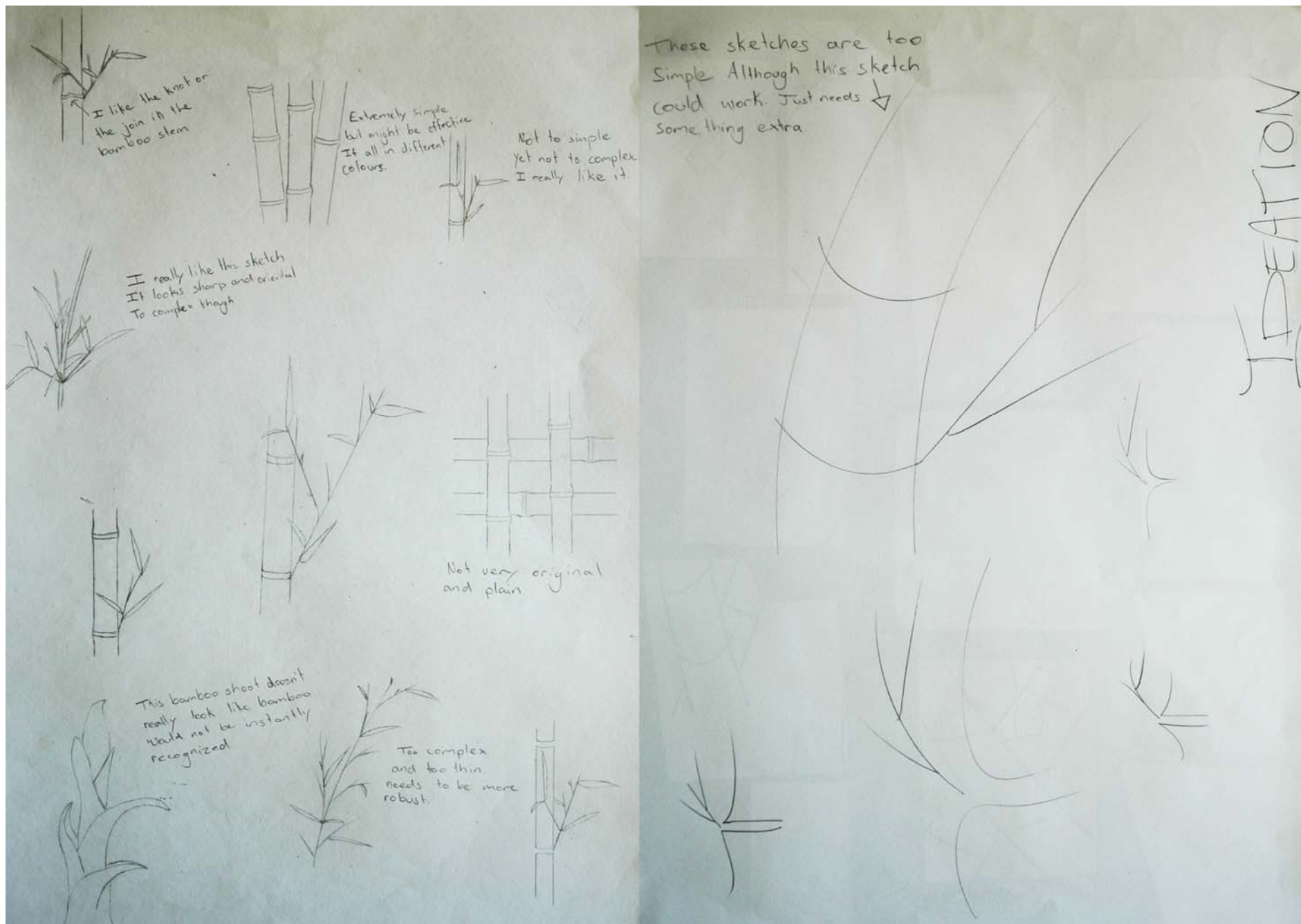
Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Knowledge and Understanding

Clear understanding of aesthetic and/or functional qualities in several different works of art or design.



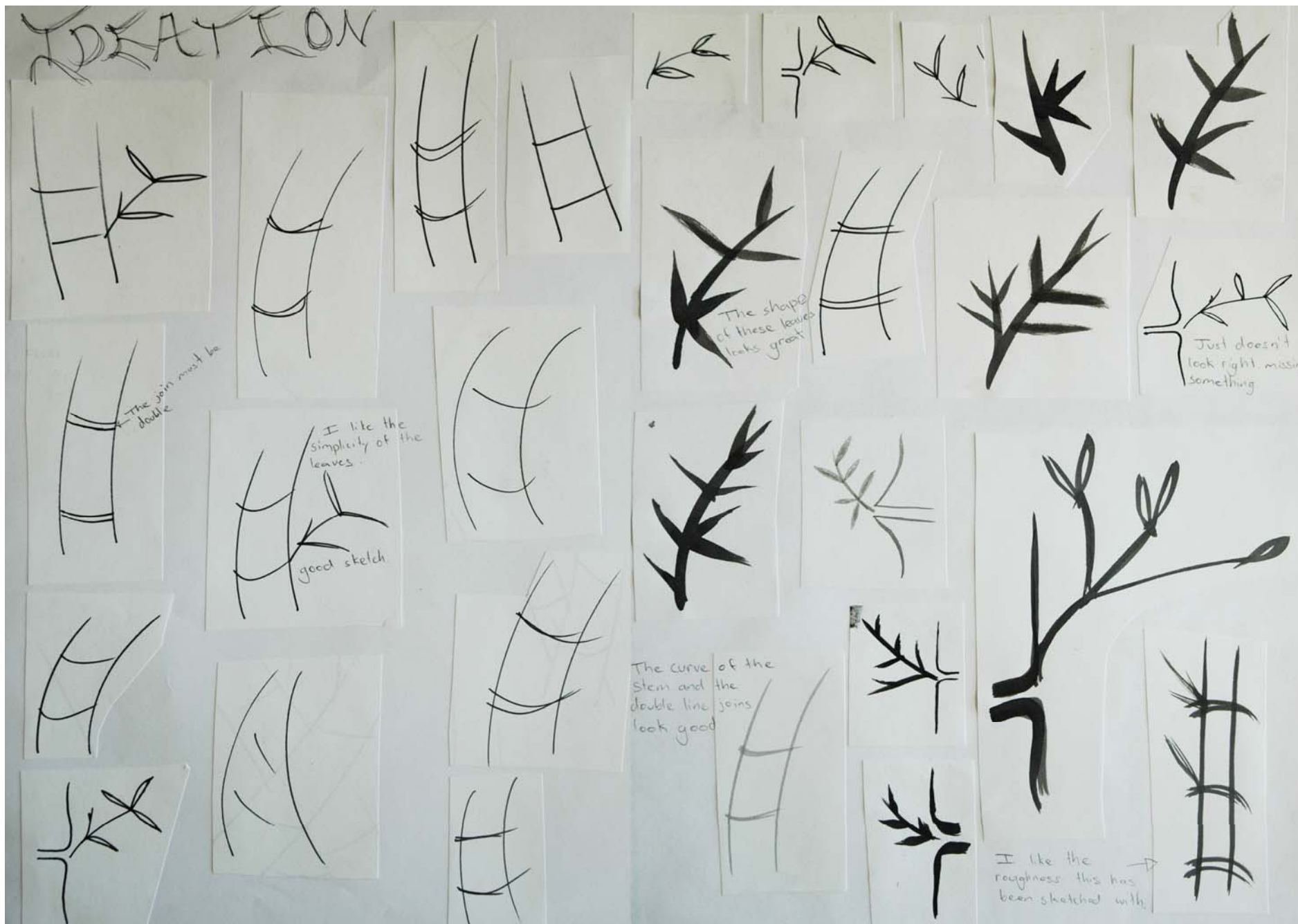
Knowledge and Understanding

Clear understanding of aesthetic and/or functional qualities in several different works of art or design.

Practical Application

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.



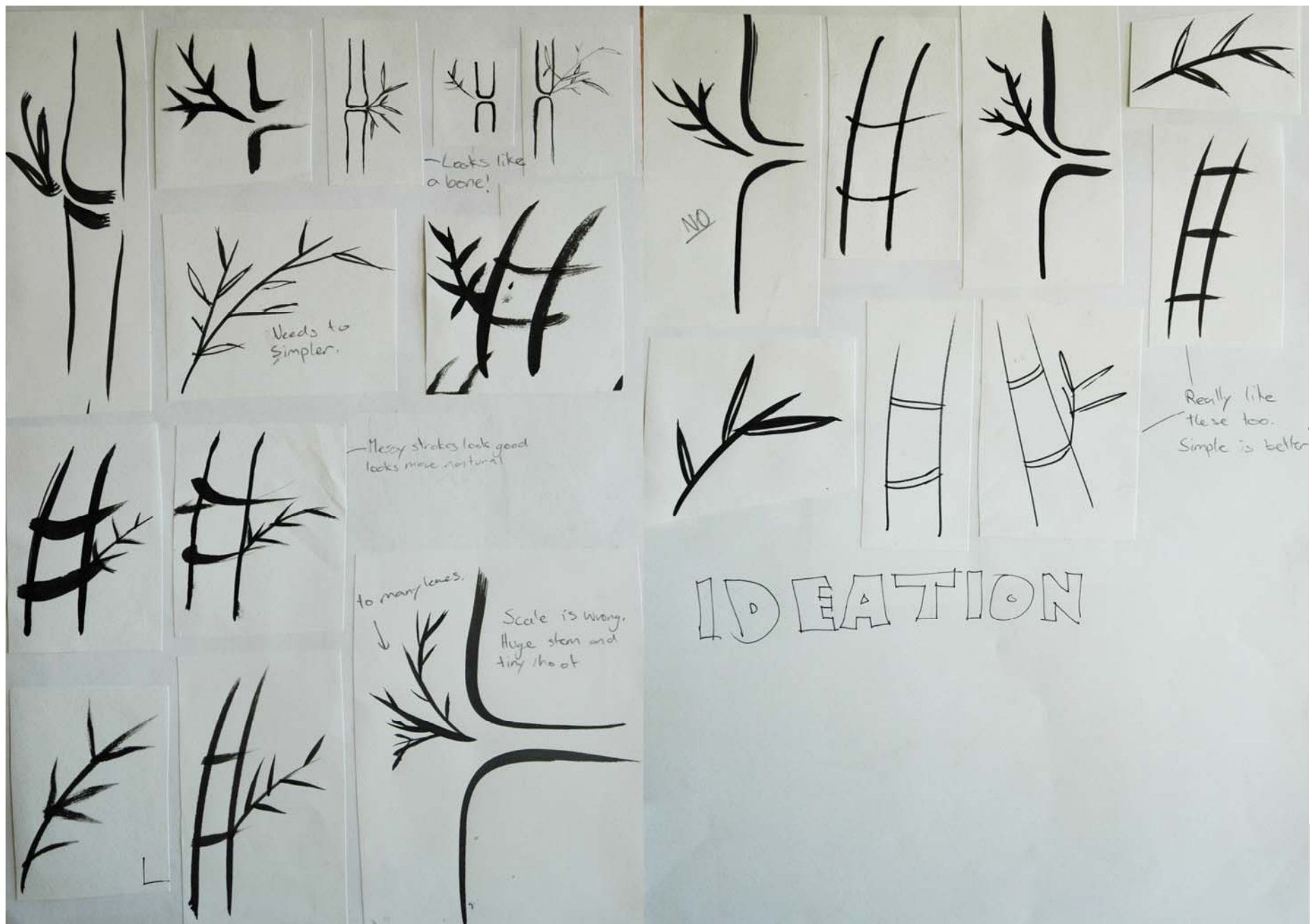
Knowledge and Understanding

Clear understanding of aesthetic and/or functional qualities in several different works of art or design.

Practical Application

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.



Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.



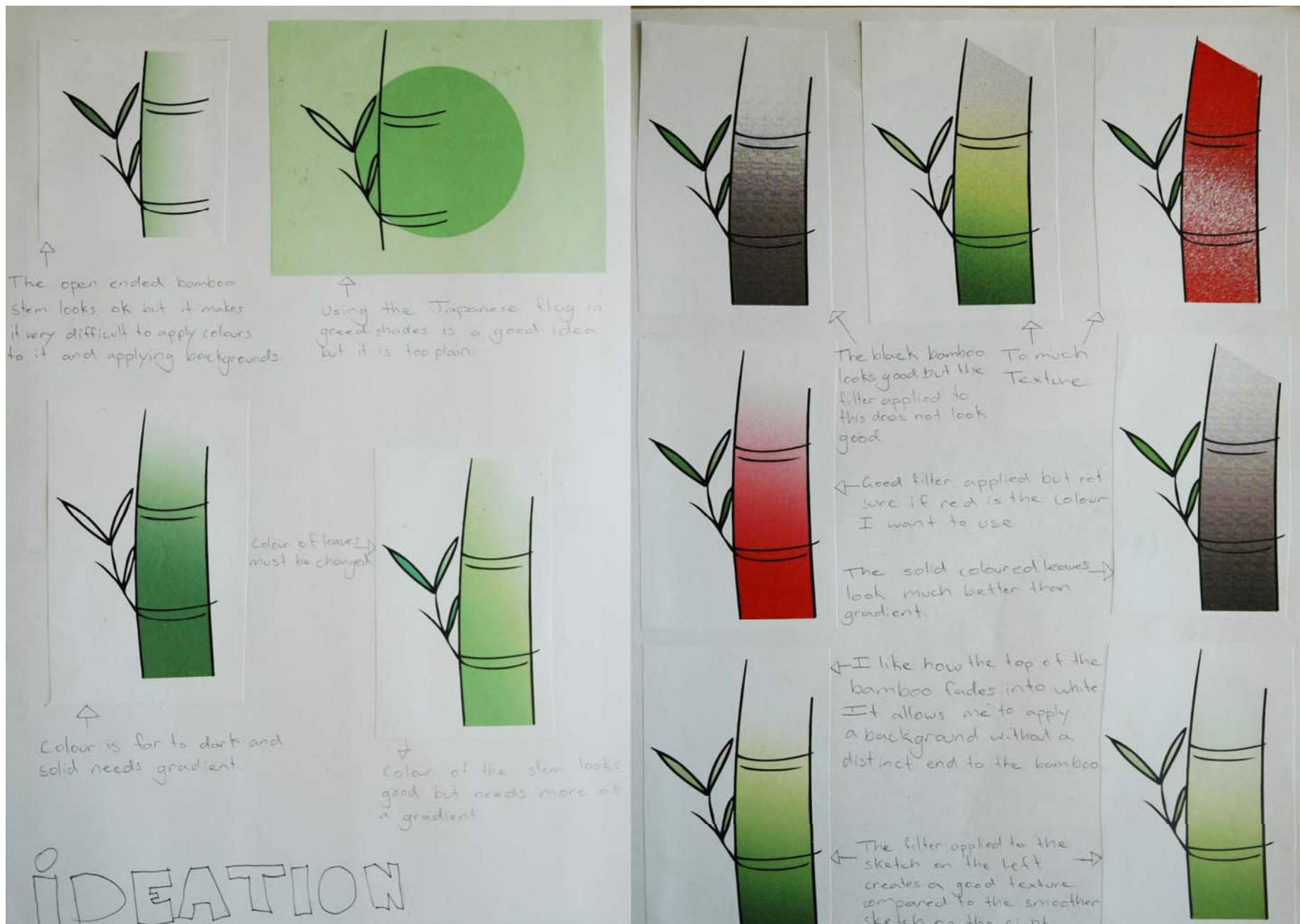
Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

Knowledge and Understanding

Clear understanding of aesthetic and/or functional qualities in several different works of art or design.



Knowledge and Understanding

In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.

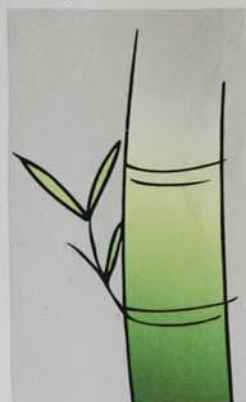
Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis

Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.

IDEATION

Backgrounds



↑ This background makes the logo stand out the best. It contrasts well against the green and yellow, but also against the black.



↑ As the gradient turns into a yellow shade the background does not contrast well, especially at the top of the bamboo.



↑ Colour blue is supposed to associate the sushi with the ocean but the colours look too soft and weak.

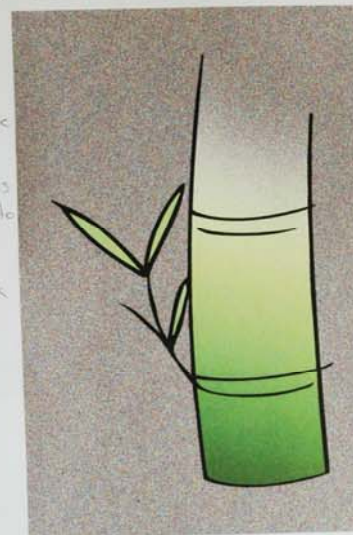


↑ The pinky orange is supposed to associate the sushi with raw fish but the green and yellow do not go well with this colour.

BACKGROUNDS



← This is too much texture. The point where the yellow goes transparent into the textured background does not look good.



↑ Far too much texture in this filter. The rainbow colours in filter do not suit the bamboo at all.



← The smooth background looks the best even though there is not much texture in the whole logo. The texture within the bamboo stem is enough. Also the colour of the leaves suits the colour of the stem along with the black and grey background.

IDEATION

Knowledge and Understanding

Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis

Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.

Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.

Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.



Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Final

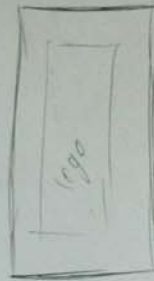
logo



IDEATION

Business Cards

Front



Back



I really like the square card

Front



Back



Front



Back

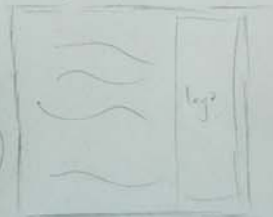


to much free space on this side.

Front



Back



Bamboo forest background

Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.



Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.

IDEATION

Packaging Sticker.



Practical Application

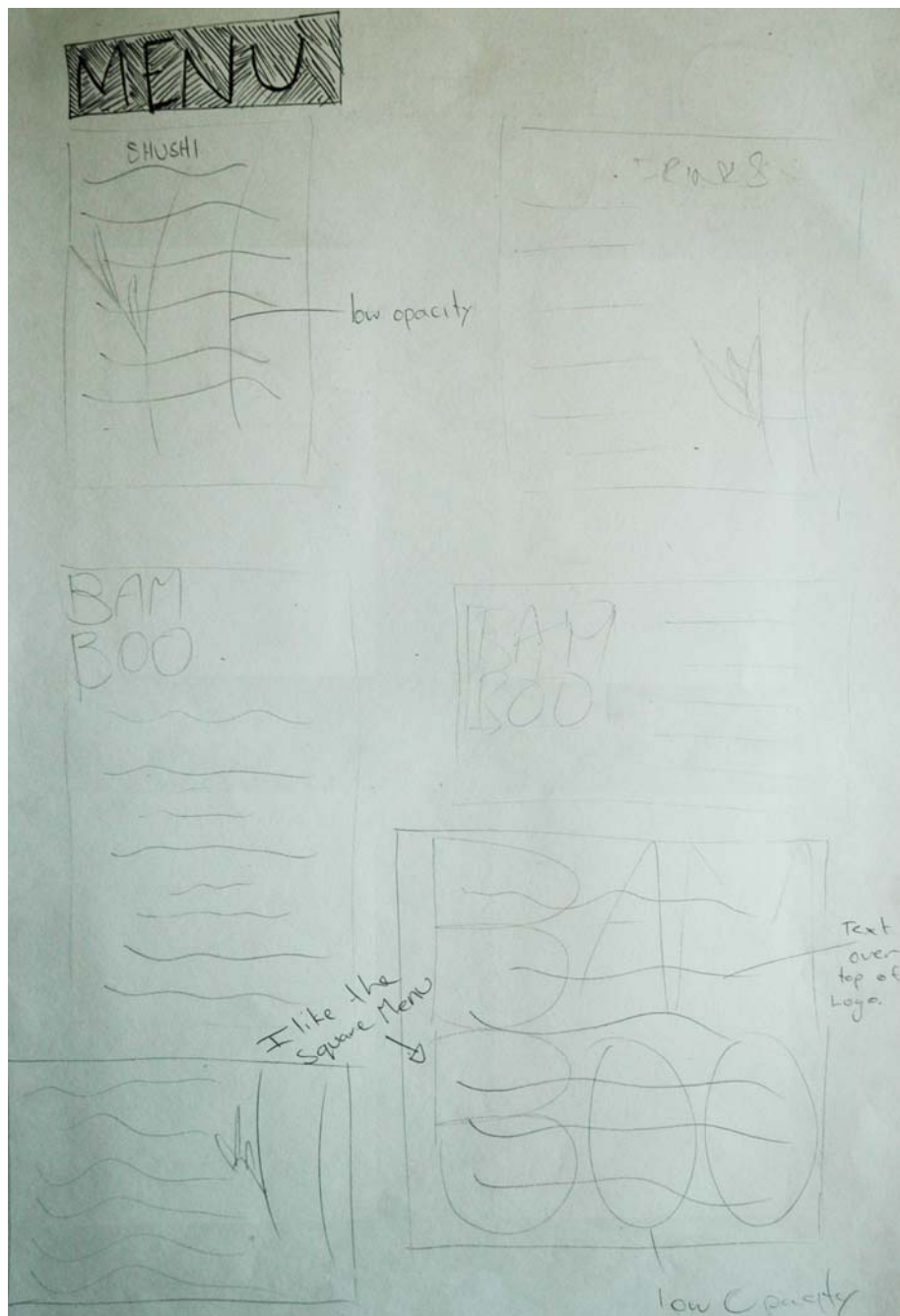
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

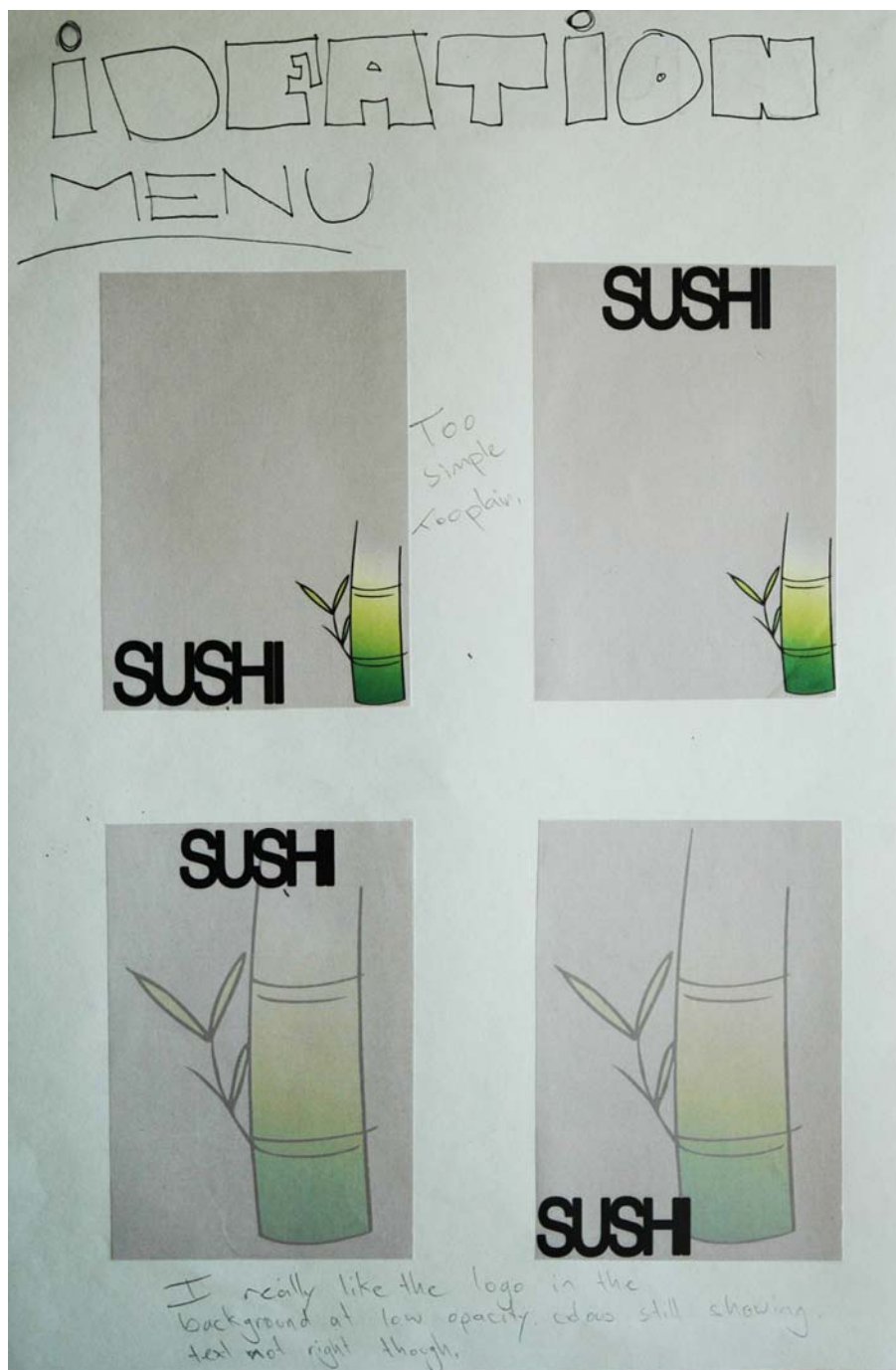


Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.



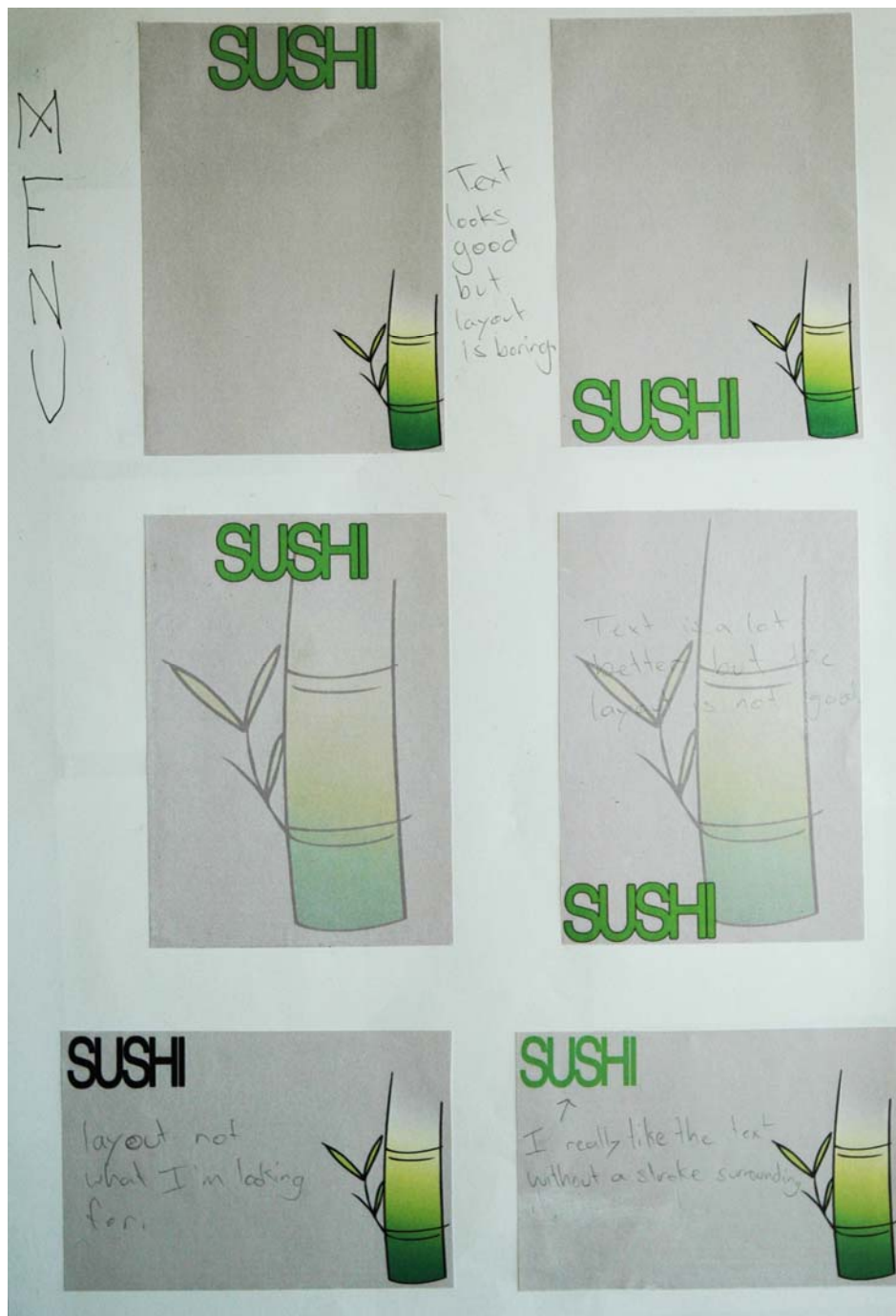
Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.



Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

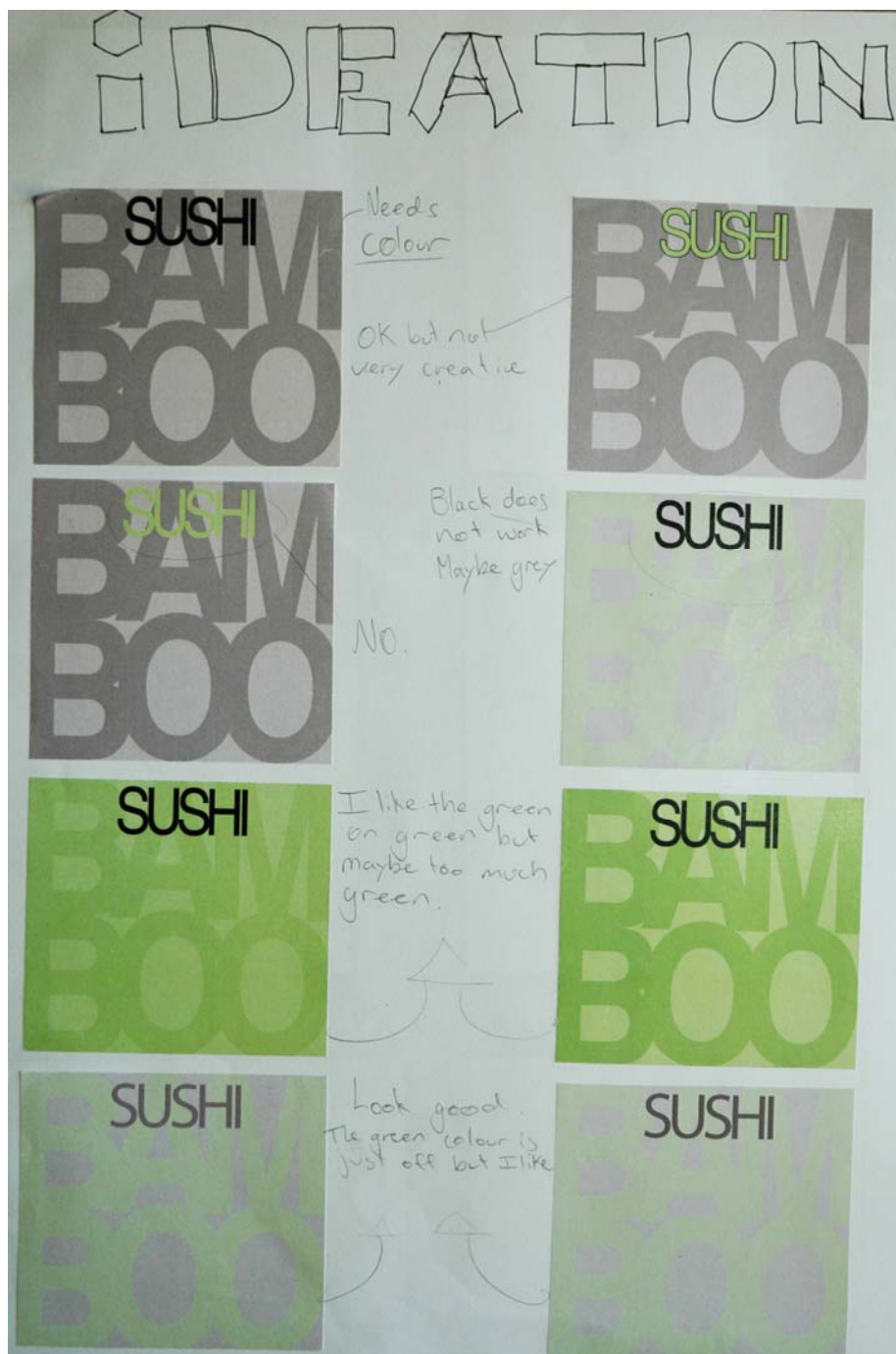
Insightful and thorough documentation of creative visual thinking and problem-solving processes.



Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

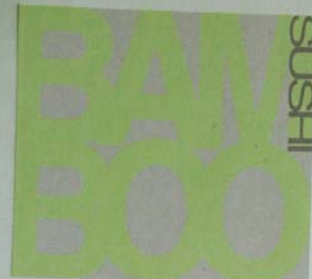


Practical Application

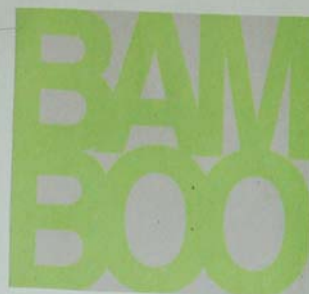
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.



Colour is right. looks good could maybe be used as the back of my menu



SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

Black strip gives this menu a little bit extra

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.30
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

Really like.

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.30
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

I like the green logo better than the black

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50

Practical Application

Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

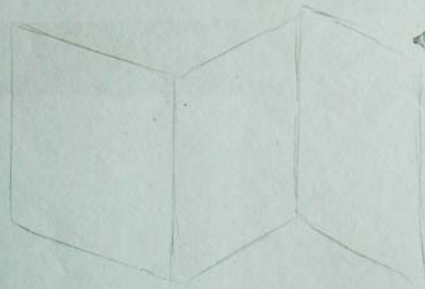
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

This was my final but it just seems too flat and boring need to adjust the layout of the menu.

SUSHI ROLL	
Vegetarian	2.30
Prawn & Avocado	2.30
Cucumber & Avocado	2.30
Californian Roll	2.30
Cooked Tuna	2.30
Prawn with Sweet Chilli Sauce	2.30
Smoked Salmon & Avocado	2.30
Teriyaki Chicken & Avocado	2.50
Tandoori Chicken & Cucumber	2.50
Garlic Prawns	2.50
Fresh Salmon	2.50
Mediterranean Vegetarian	2.50
Mediterranean with Hot Salami	2.50
Roast Beef Stir Fry	2.50



New Layout

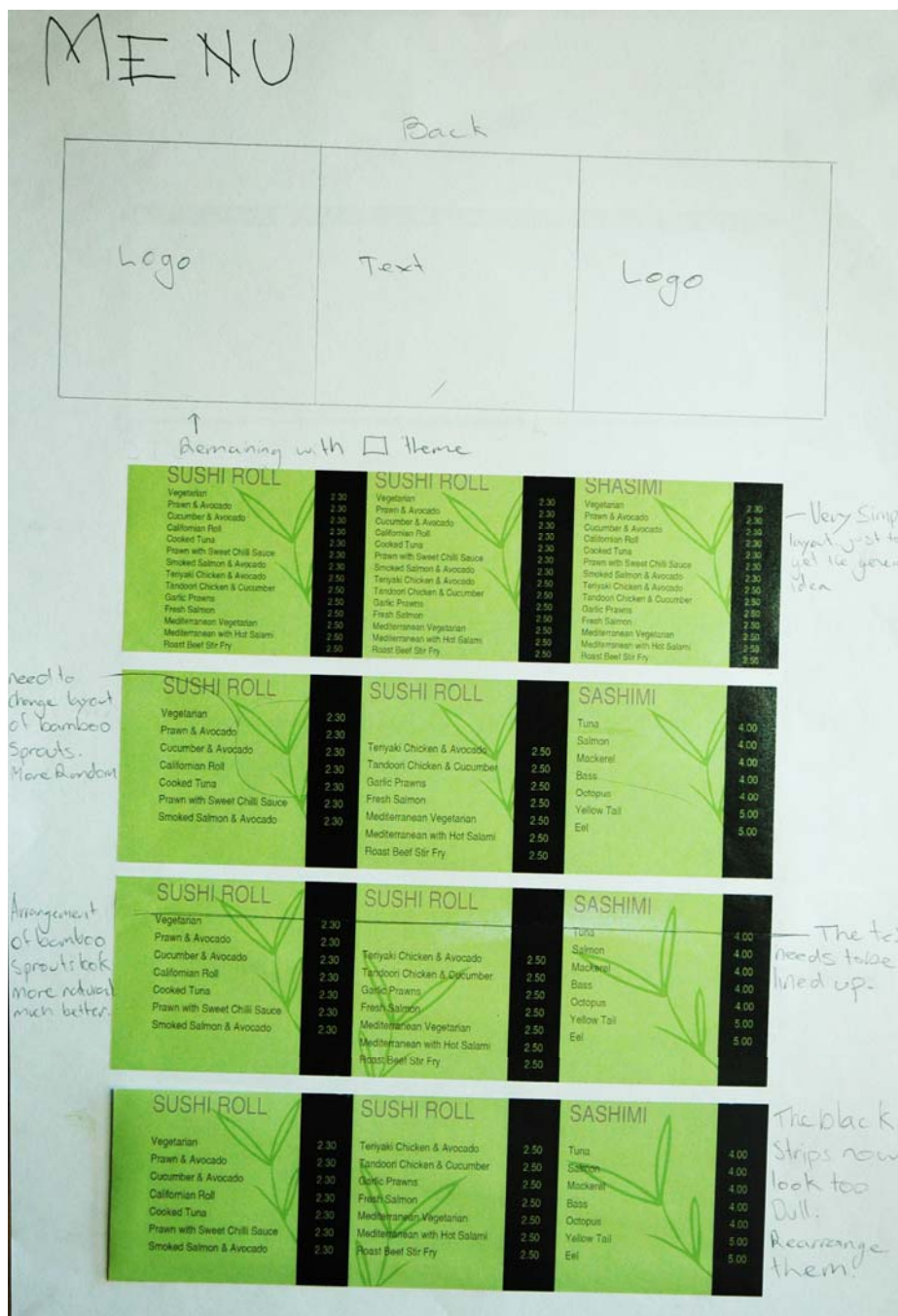


← Fold out brochure style.
It makes the menu look a bit more interesting instead of just being plain Front and Back.

SUSHI	SUSHI	SASHIMI
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~

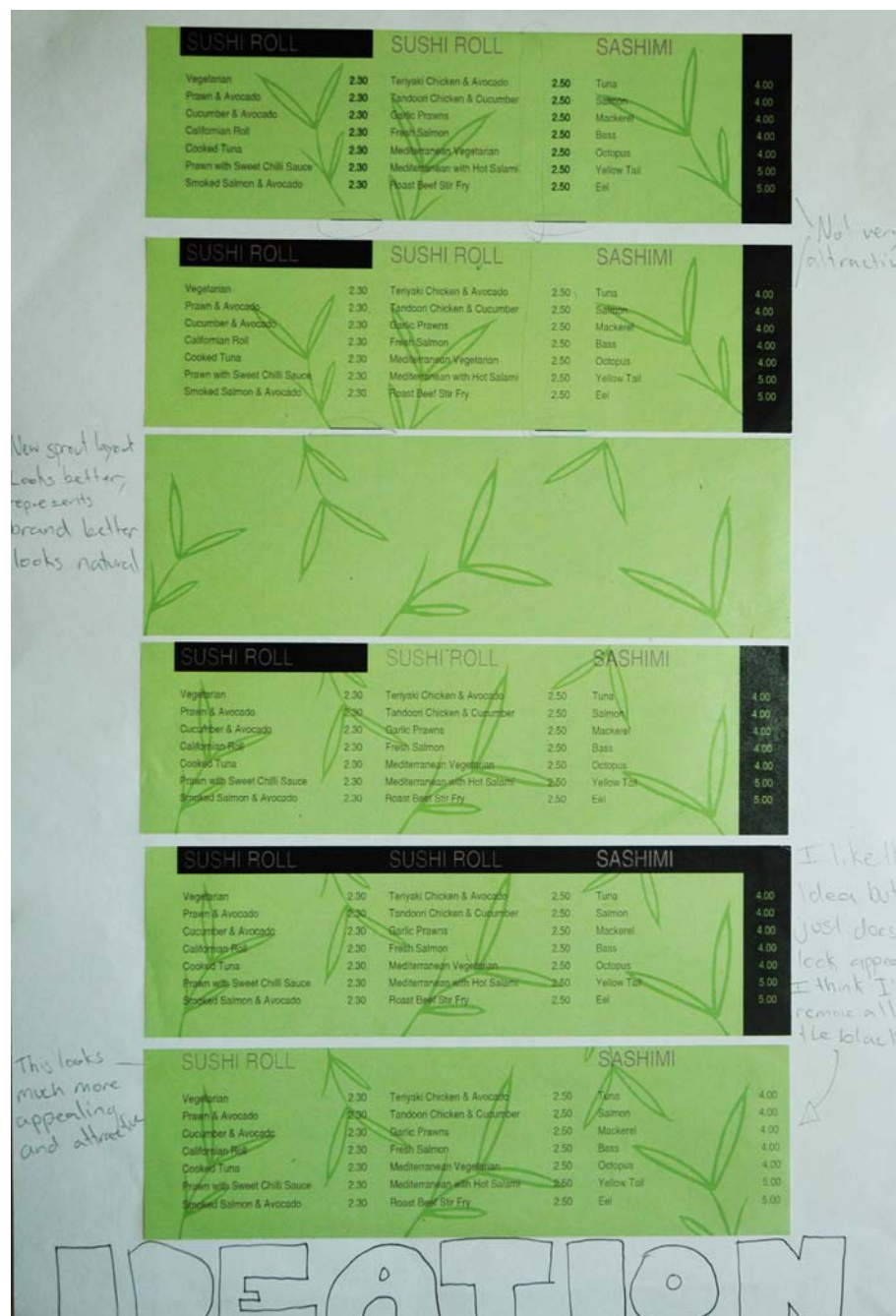
Front

Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.



Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.



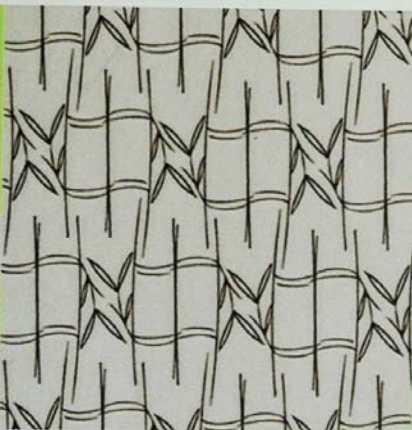
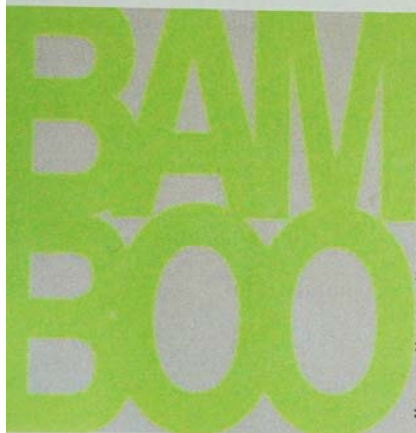
Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.

SUSHI ROLL			SASHIMI		
Vegetarian	2.30	Teriyaki Chicken & Avocado	2.50	Tuna	4.00
Prawn & Avocado	2.30	Tandoori Chicken & Cucumber	2.50	Salmon	4.00
Cucumber & Avocado	2.30	Garlic Prawns	2.50	Mackerel	4.00
Californian Roll	2.30	Fresh Salmon	2.50	Bass	4.00
Cooked Tuna	2.30	Mediterranean Vegetarian	2.50	Octopus	4.00
Prawn with Sweet Chilli Sauce	2.30	Mediterranean with Hot Salami	2.50	Yellow Tail	5.00
Smoked Salmon & Avocado	2.30	Roast Beef Stir Fry	2.50	Eel	5.00

Front

FINAL



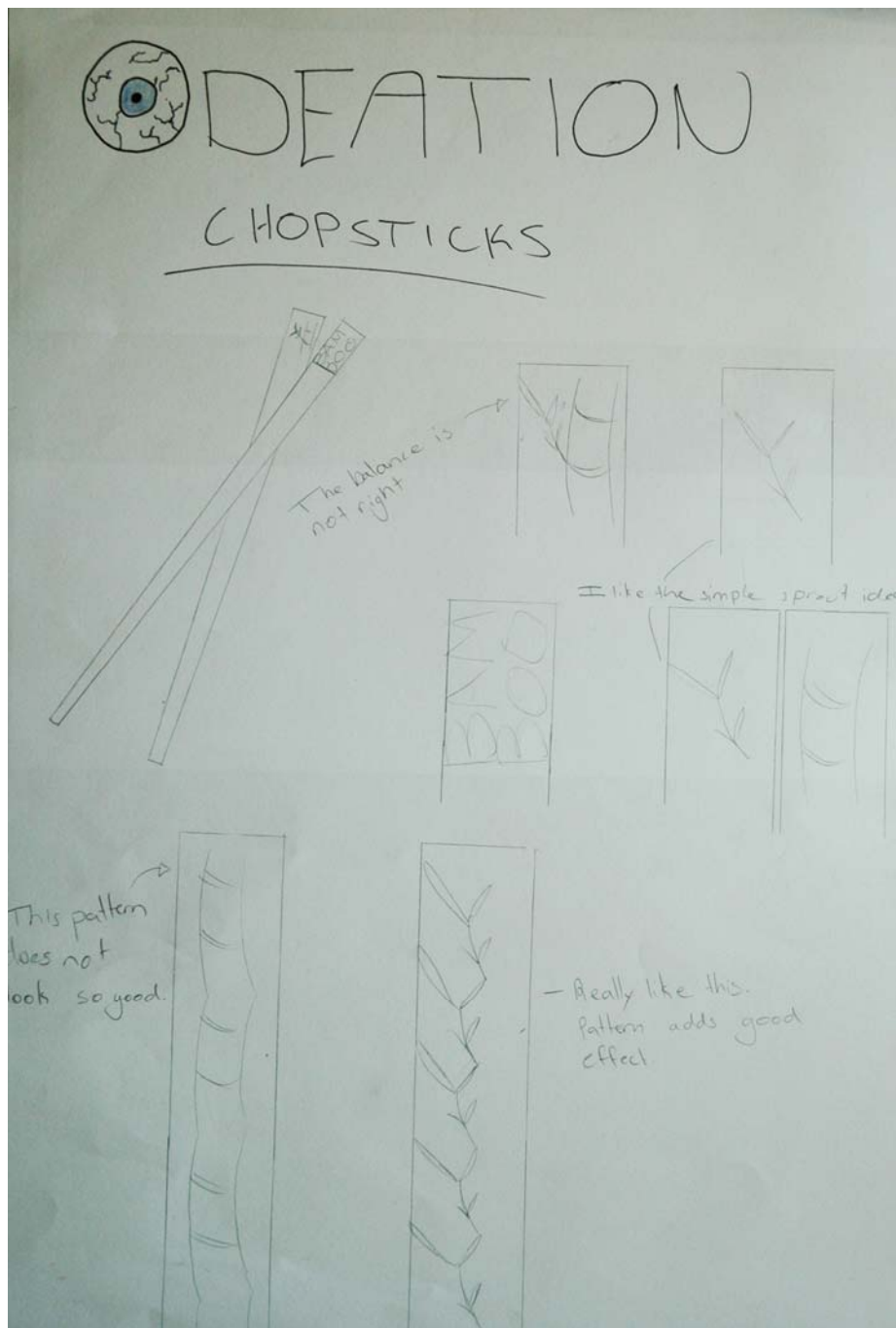
Back

I like the outline around the text. It makes it stand out more. Makes it more bold.

Practical Application

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

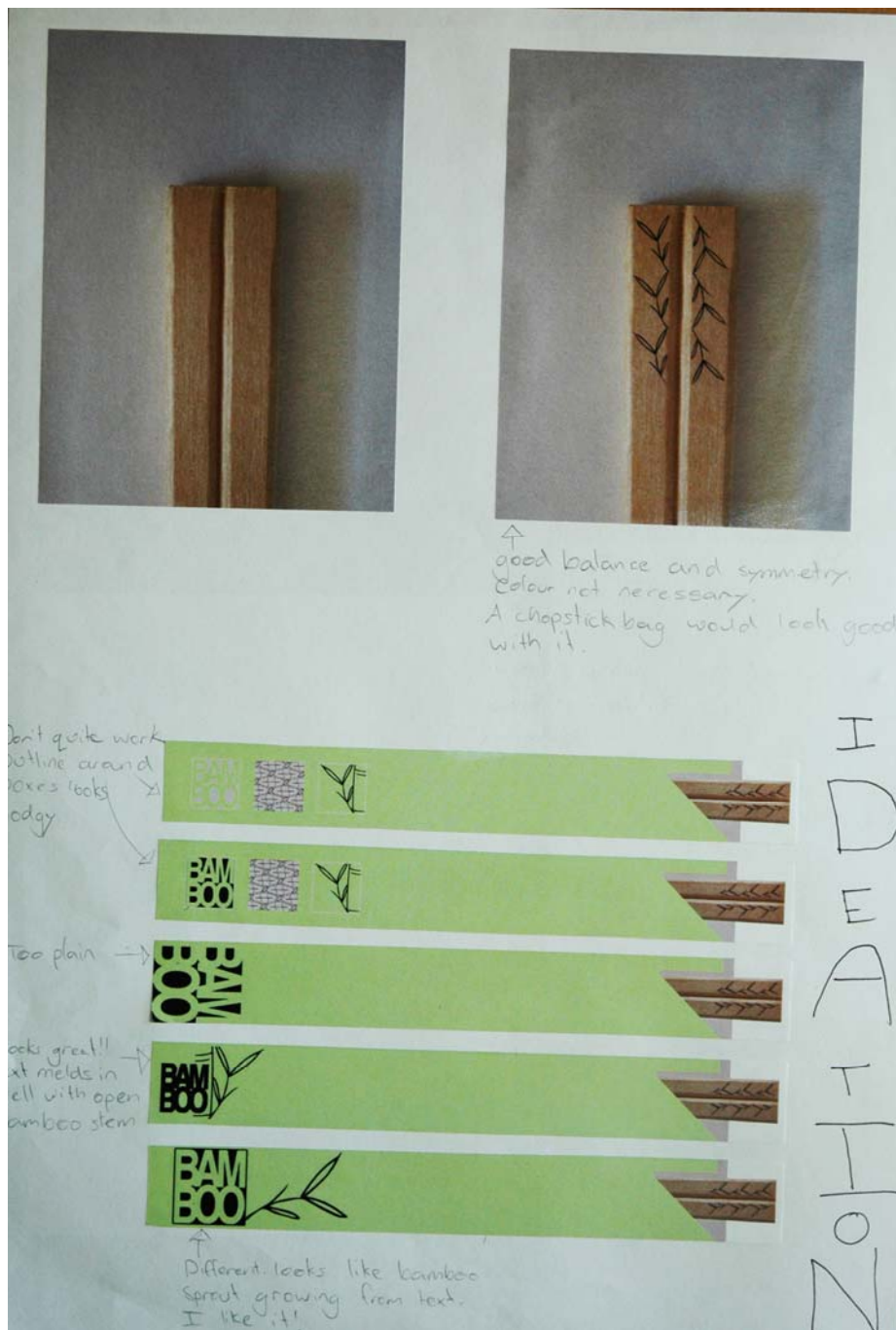


Practical Application
Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.



Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.



Knowledge and Understanding

Some depth of knowledge of selected visual arts concepts, forms, styles, and conventions, and a sound understanding of their practical application.

Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis

Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.



Practical Application
Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.

Performance Standards for Stage 2 Visual Arts

	Practical Application	Knowledge and Understanding	Analysis and Synthesis	Inquiry and Exploration
A	<p>Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.</p> <p>Comprehensive exploration to refine technical skills and use different media, materials, and technologies.</p> <p>Insightful and thorough documentation of creative visual thinking and problem-solving processes.</p> <p>Highly effective application of refined technical skills and sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</p>	<p>In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.</p> <p>In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</p> <p>Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.</p>	<p>Highly perceptive critical analysis and interpretation of a variety of works of art or design from different contexts.</p> <p>Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.</p> <p>Discerning evaluation of own work and connections or comparisons with other practitioners' work.</p> <p>Insightful evaluation of, and conclusions about, visual arts learning.</p>	<p>Productive and thorough use of research skills and a clear understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment, and develop perceptive and clear insights into a range of aspects of the visual arts.</p> <p>Astute exploration and self-analysis in development of a personal aesthetic through the visual arts.</p>
B	<p>Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.</p> <p>Thorough exploration to refine technical skills and use media, materials, and technologies.</p> <p>Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.</p> <p>Effective application of some refined technical skills and some sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</p>	<p>Some depth of knowledge of selected visual arts concepts, forms, styles, and conventions, and a sound understanding of their practical application.</p> <p>Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</p> <p>Clear understanding of aesthetic and/or functional qualities in several different works of art or design.</p>	<p>Well-informed and well-considered critical analysis and interpretation of several works of art or design from different contexts.</p> <p>Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</p> <p>Thoughtful evaluation of own work, and connections or comparisons with other practitioners' work.</p> <p>Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.</p>	<p>Systematic use of research skills and a sound understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment and develop mostly clear insights into different aspects of the visual arts.</p> <p>Thoughtful exploration and self-analysis in development of a personal aesthetic through the visual arts.</p>
C	<p>Considered conceptualisation and development of imaginative or personally relevant visual ideas.</p> <p>Competent exploration to refine technical skills and use media, materials, and technologies.</p> <p>Organised documentation of creative visual thinking and/or problem-solving processes.</p> <p>Competent application of technical skills and elements of sensitivity in the use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</p>	<p>Appropriate knowledge of selected visual arts concepts, forms, styles, and conventions, and some understanding of their practical application.</p> <p>Considered knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</p> <p>Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.</p>	<p>Informed and considered critical analysis and interpretation of two or more works of art or design from different contexts.</p> <p>Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</p> <p>Considered evaluation of own work and connections or comparisons with other practitioners' work.</p> <p>Competent and appropriate evaluation of, and conclusions about, visual arts learning.</p>	<p>Competent use of research skills and considered understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment, and develop some insights into different aspects of the visual arts.</p> <p>Some considered exploration and self-analysis in development of a personal aesthetic through the visual arts.</p>

Practical Application		Knowledge and Understanding	Analysis and Synthesis	Inquiry and Exploration
D	<p>Elements of conceptualisation and some development of visual ideas.</p> <p>Some exploration of technical skills using media, materials, and technologies.</p> <p>Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.</p> <p>Partial application of technical skills and some use of media, materials, or technologies in developing a work of art or design.</p>	<p>Some basic knowledge of selected visual arts concepts, forms, conventions, and styles, and an emerging understanding of their practical application.</p> <p>Some reference to knowledge or understanding of visual arts in a cultural, social, or historical context.</p> <p>A superficial understanding of aesthetic or functional qualities in works of art or design.</p>	<p>Some basic consideration and interpretation of at least one work of art or design with superficial reference to their context.</p> <p>Restricted use of visual arts language to interpret, respond to, and describe thoughts on visual arts, including issues or questions.</p> <p>Some description of own and others works, with some tenuous connections or comparisons.</p> <p>Some basic summary and description of visual arts learning, with elements of evaluation.</p>	<p>Some use of basic research skills and awareness of inquiry methods to locate one or more sources (with attempted acknowledgment), explore, and experiment.</p> <p>Superficial recognition of the role of visual arts in personal development.</p>
E	<p>Emerging skills in the conceptualisation and development of visual ideas.</p> <p>Attempted exploration of technical skills using media, materials, or technologies.</p> <p>Limited documentation of creative visual thinking or problem-solving processes.</p> <p>Attempted application of technical skills to develop a work of art or design.</p>	<p>Limited knowledge or understanding of concepts, forms, or styles in visual arts.</p> <p>Emerging awareness of different visual arts contexts.</p> <p>Some awareness of the need to understand aesthetic or functional qualities in works of art or design.</p>	<p>Emerging awareness of connections between at least one work of art or design and the context.</p> <p>Limited use of visual arts language for interpretation or response in the visual arts.</p> <p>Attempted description of own and others' work.</p> <p>Attempted description of aspects of visual arts learning.</p>	<p>Attempted engagement in a directed research process.</p> <p>Emerging awareness of the role of visual arts in personal development.</p>