

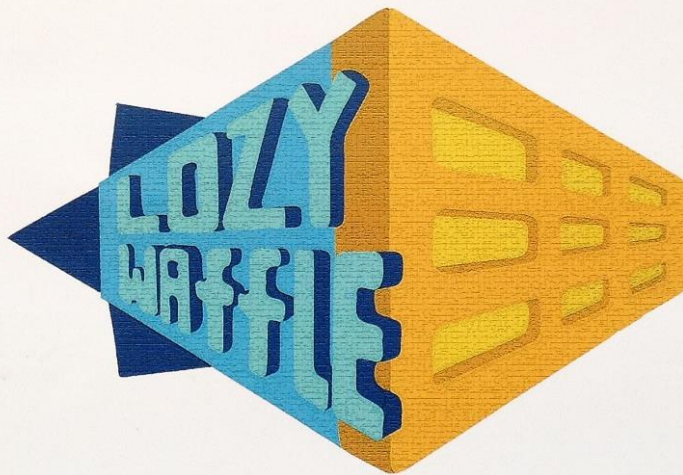
AT2 PRACTICAL

FOOD TRUCK VEHICLE WRAP PROPOSAL FOR "LOZY WAFFLE"



Scale 1:20

FOOD TRUCK LOGO PROPOSAL FOR "LOZY WAFFLE"



PA1 (B) Thoughtful and well-planned conceptualisation, development, and resolution of of imaginative or personally relevant ideas.

PA4 (A-) Highly effective application of refined technical skills and sensitive use of media, materials, technologies, and processes to communicate visual ideas in a work of design.

Practitioner's Statement

Last year I did a design proposal for a restaurant. I enjoyed this project but I did not want to design another restaurant. My teacher suggested that I might like to design a food truck, because they have become very popular in recent years.

Working through the design process, the first thing I did was to write a design brief. I was required to redesign a logo and vehicle wrap for an existing food truck which sells waffles – "Lozy Waffle". It had to be a contemporary design which appealed to younger customers and it had to stand out among other food trucks. The logo could also be used on other items such as business cards, flyers and advertising. The new food truck vehicle wrap design needed to work with the existing food truck vehicle.

I started by researching different food truck designs, food and restaurant logos and different fonts and images that might work for my design. From this I started designing my own logo designs. I really enjoyed this part of the project and I came up with over twenty different designs. A lot of the logos included a waffle image or pattern and I think these logos were more successful than the ones that did not reference waffles. I refined four logo designs and considered different colour schemes and fonts.

The next step was to design the vehicle wrap for the food truck, I did some sketch proposals using my four chosen logos as starting points. I used an existing template for this. All of my designs included the gold/brown colours of waffles but I found them a bit dark and boring. The most successful one included some blue colours, that contrasted very well with the waffle colour. I decided to use this idea as my final idea because it also included my favourite logo which had a three-dimensional feel and used a waffle image in an unusual way.

I decided to use Photoshop to present my final idea because I had used it before. I scanned an accurate drawing of my logo and I matched the colours as closely as possible from my original sketch. The logo looked flat so I experimented with some different Photoshop artistic filters to give some interesting effects and textures.

My finished logo was placed onto my food truck design in a few ways - big, small and wrapped around a rear corner. The colours on the food truck were taken from the logo, and some other graphic elements were added later.

I think my final proposal fulfilled the Design Brief. I completed a food truck design with a more contemporary design that appeals to younger customers, it stands out and the food truck vehicle wrap design works with the existing food truck vehicle.

I really enjoyed the sketching and designing stages. I think the design process is a good way to work, because it allowed me to come up with plenty of ideas. My Photoshop skills have also improved significantly.

Word count: 499

AS3 (B) Thoughtful evaluation of own work with connections to other practitioners' work.

AS4 (B) Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.