

Practitioner's Statement

Corner Deli

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The design brief of this folio involved the rebranding of my parent's continental stall located in the Adelaide Central Markets. This included the redesign of the current logo and the application of the logo to business merchandise; effectively building the stall's identity. Innovatively refreshing the new identity involves updated notions of farm and production, as well as representing the marketed products of cheese, gourmet meats and antipasto.

Through in depth brainstorming and research I found consistency and simplicity is key to effective and easily identifiable branding. This helped me create an approachable design, with the presentation of affordable gourmet products.

My conceptual process consisted of a variety of initial sketches, followed by the refinement of my chosen designs. I vectorised these few using Adobe Illustrator. Applying my research of effective logos, I further explored and enhanced the four various designs experimenting with colour and layout. Through the process of elimination, I concluded on a basic logo design, in which my illustrations could be applied. In incorporating my own pencil illustrations, I was able to creatively transpose the notion of 'farm'. My design ultimately benefited from this collaboration as it produced a balanced contrast of bold line work against detailed illustrations.

The contrasting mediums combine to create a visually communicative design that complies with the constraints of the design brief. The effectual use of line work, visually symbolises a 'corner' of the stall, this helped produce a synonymous design. The intricate illustrations benefit the design by adding character to the formally aligned logo, producing visual intrigue. In order to collaborate the different mediums, I used Photoshop, which allowed me to manipulate the design. Photoshop also allowed me to create realistic impressions of my designs, allowing me to gain an understanding of the qualities of my final design. However I did find it challenging to use Photoshop as I didn't have much experience with this application.

There were many design elements in which I was inspired by design firms as well as existing logos. One major design influence, that I looked into was Parallax, a brand and communications design consultancy based in Adelaide. I really like their utilisation of simplistic line design, as well as their use of bold typefaces in which produce statement designs.

I am very pleased with my practical applications. I believe I have truly benefitted from my creative process and research, as it allowed me to arrive at a contemporary and unique final that effectively meets the parameters of my design brief. Branding application is a difficult task in terms of producing a versatile logo design that suits all applications; in saying this I have learnt that when designing a logo, less is more. In terms of the placement of the logo, I experimented with a range of layouts aiding me in concluding on the most effective application. A notable strength of my design is the way in which it is consistently recognisable across my applications, through the use repetition of visuals, type and illustrations.