

Practitioner's Statement

Wimsy FX Corporate Design Package

Luke Wimshurst

Building from my personal interest in online design, I decided to pursue the redesign of a YouTube banner and avatar for a photographic company, which developed into a digital and print corporate redesign. As the internet is the primary interface between businesses and clients, the aim was to produce a corporate look for a primarily online use that consisted of light tones and straight, sharp edges for a modern appearance. For a consistently modern aesthetic, the design had to translate across a range of digital platforms and print based media. The repetition of the screenshot collage creates an interconnectedness between the elements (or mediums), building a professional and unique flow between print and digital components. The aim was to make the collage a main focal point to visually provide the client with previous WimsyFX projects. The contrast of a white background on a black logo is another focal point as the contrast draws attention to the modern firm name, directly relating to the easy navigation of a website and the ability to make key components, such as images and logos, stand out well.

My design aesthetic is translated into my corporate redesign to reflect the modern and simplistic, yet sharp contrast that is evident in most successful modern business designs. Robert Caplin Photography influenced the rearranging of my website for mobile device, seeing as this website provided a good example of the changes made between PC and mobile websites. Most of the websites shared similar characteristics and traits such as the easy access and web navigation, modern aesthetic, and a simplistic layout that heavily relied on photography to intrigue the viewer. All of these traits were major influences in my development to produce a professional and modern business redesign. The cooperate identity of my redesign was very simplistic with a large use of gradients and slight shadows to create the modern effect on a primarily white space, heavily influenced by my researched website designs.

I believe that each component of the design has a unique aspect, whether it be small and subtle variations or large components like external links or website areas, whilst also achieving the modern design that was of high importance throughout the task. The variations of interactive elements of the website provided the most obstacles, as although an aspect appeared completed, I had to further my design with website interactions to achieve a realistic aspect of each mock website. The most successful elements related to my ability of grouping visual elements together to create consistent branding. The simplicity of each web design was also rather successful, as each element is quickly accessible for the user and most information is available at first glance. Overall, these aspects both played major roles in the completion of my company redesign and allowed me to produce a product that successfully translates a company's identity across platforms and media.