

Making an Identity

With J-Chan



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Introduction

Welcome! We're going to go over the process of making an identity. Our assistant T-chan is going to show us her process, and together we'll show you how we got to our final product.



It All Starts with Getting an Idea

So you find yourself needing to come up with a design or logo. How do you get there? It all starts with taking a step back and thinking about what message you want to present.



T-chan is designing a logo for herself, so she goes to look at the things that interest her.

Brainstorming

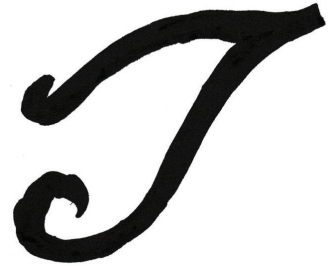
After you've gotten a sense of what you want to do, it's time to start thinking of ways to do it. A good way to do this is to list or make lots of thumbnails of the ideas you've come up with.



T-chan is thinking of using her initials and is making a lot of thumbnails of different ways she could design the logo.

Trial and Error

So after you've made all these options to get to your final product, how do you decide what to use? It's all about trial and error. After choosing a couple you like, you may find some are hard to use or may not fit the image you're looking for and that will help eliminate designs for your final product.



T-chan seems to have chosen the one she wants to use as well.

Fine Tuning

Now, all that's left to do is to work out the final design details to get to your final logo. Here you'll finalize how your design looks and maybe even pick out colors or any other final elements you want to use.

That's a nice looking logo there T-chan!



Finishing Up

You've now gotten the final product you're looking for, so what do you do now? You're going to want to test out your product to see how it functions. Of course this isn't the only way to design something, but we hope this helped you get some ideas of your own.

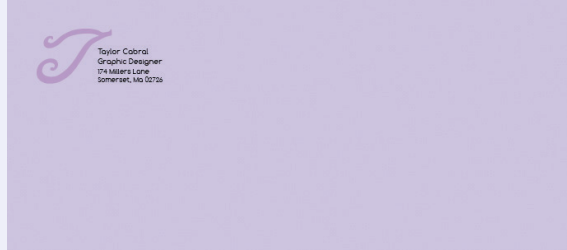


T-chan seems to be using her new logo to become a super hero... oh T-chan.

Here are some ways we used our logo... ...besides T-chan using it to be a super hero.



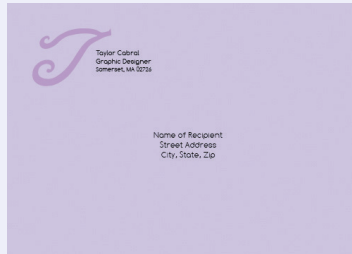
Business Card
Front



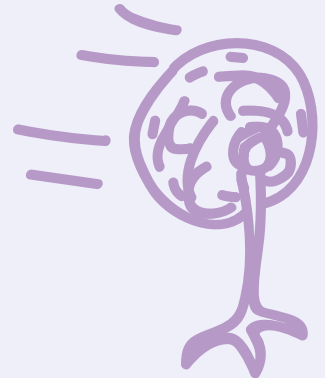
Envelope



Business Card
Back



Shipping Label



Credits

Programs

Illustrator

InDesign

Typography

Comfortaa

Regular

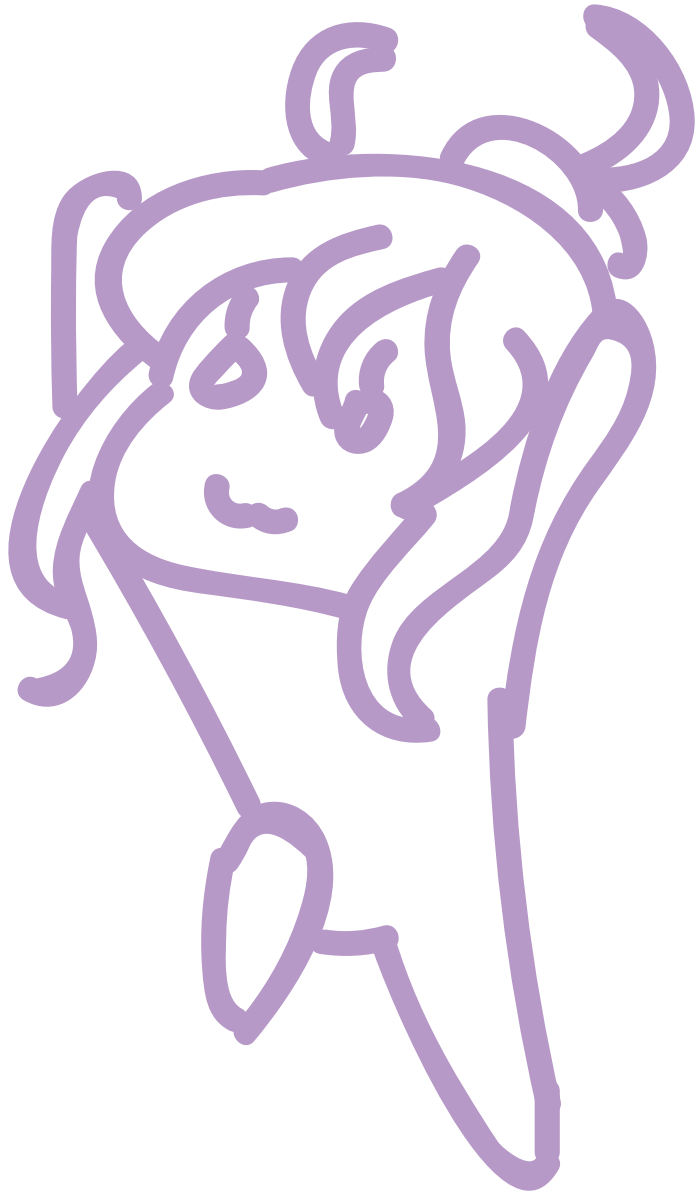
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Final Notes

Design isn't something that just happens. Like everything in this world you probably won't get it right on the first try. Just keep working at it because everything you do will help you become a better designer.



Come on the journey of designing with the assistant T-chan. T-chan will show you her creative process to help anyone who may be stuck on how to go about designing.

