

**THE CAREERS
DEPARTMENT**

VIRTUAL WORK EXPERIENCE

DESIGN STUDIO: GRAPHIC DESIGN



01

LOGO ANALYSIS

Work Experience Task- Part One

LOGO ANALYSIS

NIKE

The Nike logo features a single, black tick and no typography. I like that this logo's simplicity is what makes the brand so memorable and iconic and was so successful to the point where they didn't even need to include the company name in the logo like they did in the 1970s.

The tick symbol conveys a feeling of achievement, tying in with their slogan of "Just Do It" and promoting a positive attitude when trying something new such as a hobby or activity. They have utilised point, line, shape and colour by making the logo have sharp lines that meet at a point, a large tick shape to convey success in completing a task and a solid black colour to focus all the attention on the one image.



LOGO ANALYSIS STARBUCKS

Personally, I like this logo's uniqueness. Although this company is a chain coffee shop, it uses a mermaid as its subject which suggests a sense of ambiguity and distinctiveness.

The logo contains a balance of colours, with deep green as the background to convey a down-to-earth feeling for customers, making the store feel more inviting and relaxed, and the white contrast on the mermaid to make her pop out more against the dark tones. This logo successfully communicates a calming feeling with suits well with the theme of a chill coffee shop.



LOGO ANALYSIS

PIXAR

The Pixar logo uses an iconic lamp that jumps up and squashes the 'I' then looks to the camera. This is a brilliant sum up of how you can go beyond our imagination with animation and the lamp holds a characteristic we all hold close to our hearts.

Design principles of colour and negative space have been used in this design. The colour successfully creates feelings of humour which makes the company feel more relatable to it's viewers. The replacement of the 'I' for the lamp shows that logos can have different elements represent letters. Through the elimination of a letter, you can still understand what the word says.



02

BRAND GUIDELINES

Work Experience Task- Part Two

OLD GUIDELINES

LOGO

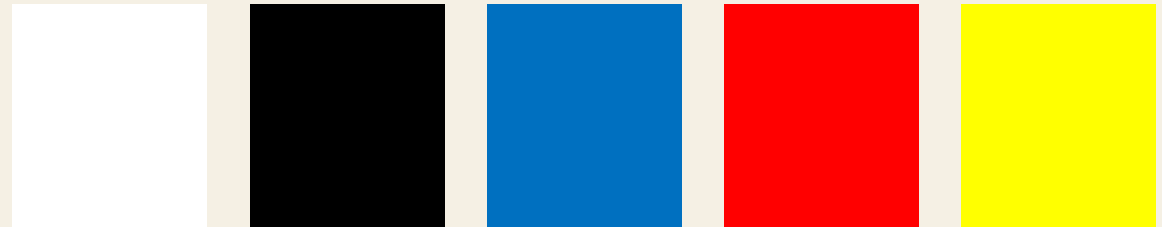
THE CAREERS
DEPARTMENT

IMAGERY



Stock-like images of
students and people in
the industry

COLOURS



FONT

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

NEW GUIDELINES

LOGO

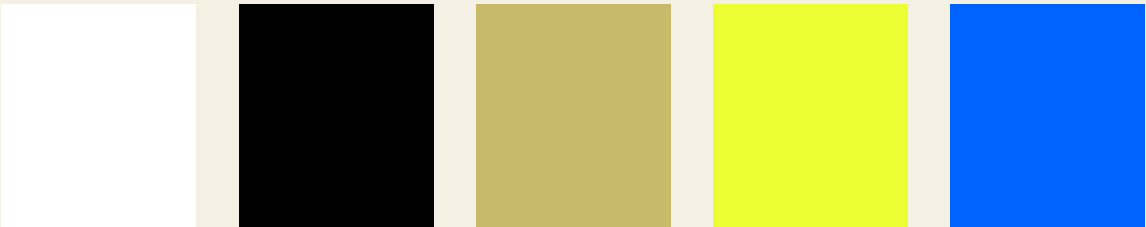
THE CAREERS
DEPARTMENT

IMAGERY



Futuristic 3d renders
and professional
photography

COLOURS



FONT

Neue Haas Grotesk Text Pro Medium 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

NEW BRAND GUIDELINES DESCRIPTION

The Careers Department updated their brand guidelines to refresh our look and feel of our company personality. We have always wanted to have a modern and contemporary style which means we need to always be adapting to trends and imagery that will best resonate with our students using the platform. On this slide you will see that we have updated our colours, logo, imagery and fonts.

When updating our brand guidelines we have had to update all pieces of collateral to ensure consistency across all touchpoints. Such as on our website, social media, printed magazines and in external communications.

To provide more context on each of our updates, I've put some comments below.

Logo:

- More contemporary looking, that pairs well with our new TOV
- When overlayed the previous logo was too thin and therefore difficult to read

Font:

- Our new font design is more user friendly across devices.
- It also allows for easier legibility for all users.
- Again, the look of the new typeface is more contemporary to align with the rationale behind the logo update.

Images:

- Our old images were more stock images, which meant that our style was inconsistent
- We are using more futuristic images that appeal to younger people, along with more professional photography to boost our credibility in the market.

03

FINAL LOGO DESIGN

Work Experience Task- Part Three

BURGER KING EXAMPLE

The old logo uses three vastly different colours and uses highlighting effects which look outdated.

The new logo is minimal and has a limited colour palette. You can see the burger clearly and has a minimal, modern feel to it. The logo has not changed too much to be unrecognizable, which is important for a company's brand awareness.

OLD



NEW



GOOD LUCK!

**THE CAREERS
DEPARTMENT**

VIRTUAL WORK EXPERIENCE

AUTOMOTIVE: MECHANICS



01

VEHICLE KNOWLEDGE

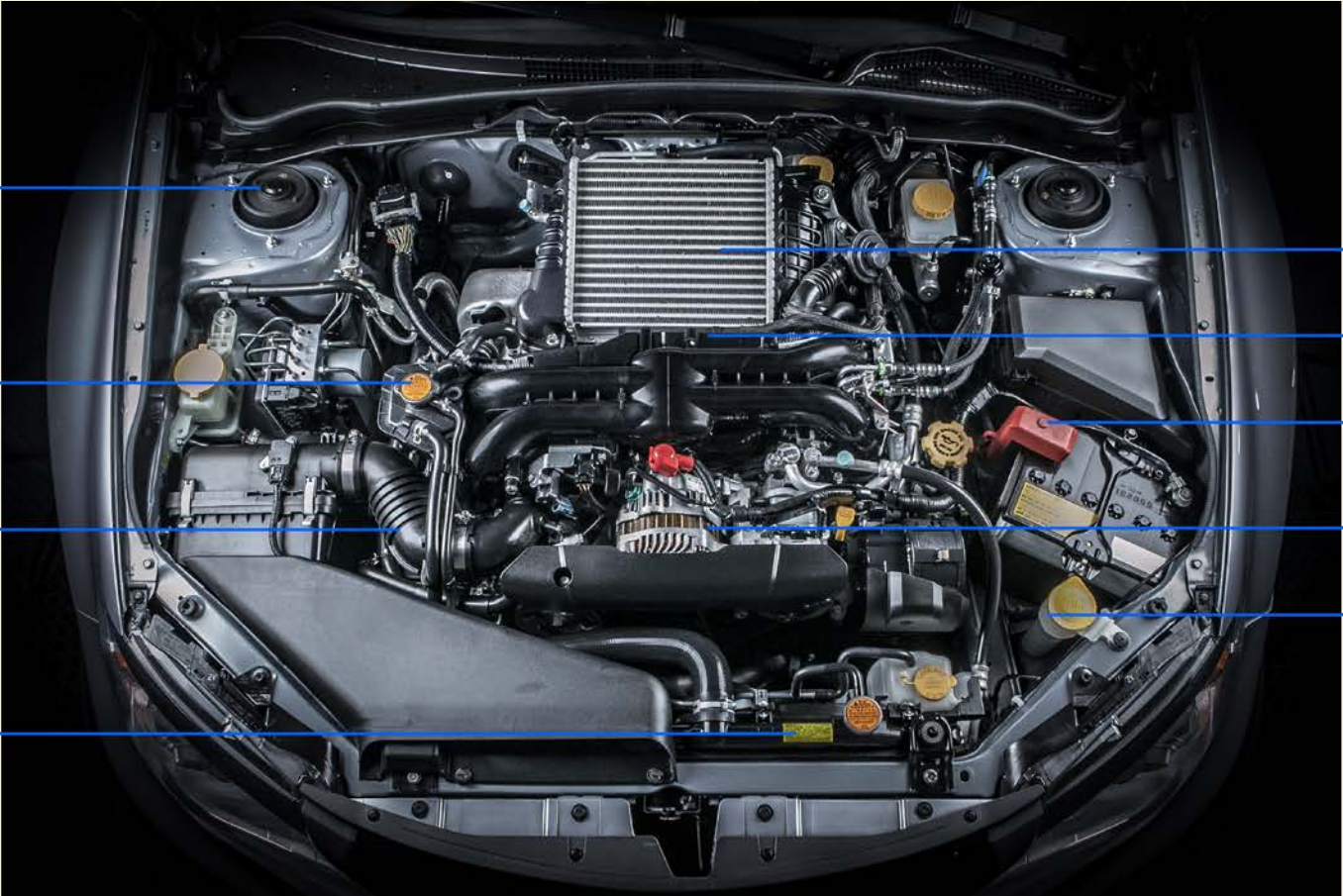
Work Experience Task- Part One

Label

Label

Label

Label



Label

Label

Label

Label

Label

02

CUSTOMER SERVICE

Work Experience Task- Part Two

From:



To:

Cc Bcc

Subject:

Priority ▾

Calibri (Body)

11

A ▾

B

I

U

~~ab~~



x²

x₂



ooo

Dear Client,

We have identified the problem with your vehicle and have concluded it is temporarily unsafe for you to drive this car from today until we have the new part ordered in. We use express shipping so parts arrive as quickly as possible; 3 days. We understand your situation and are deeply sorry for any inconvenience this may cause you. Please let us know if you would like to see car rental services in your area?

Apologies again,

Sincerely,
Car Mechanic

03

VEHICLE SAFETY MANAGEMENT

Work Experience Task- Part Three

This is an example of how you could lay it out – we don't want to give too much away for this part of the task

TOOLS:

1. Write the name and brand of each tool you will need

METHOD:

1. Write the name and description of each station you will need to check.





VIRTUAL WORK EXPERIENCE

**DIGITAL DESIGNERS UTLD: UX/UI TECH
DESIGN**

01

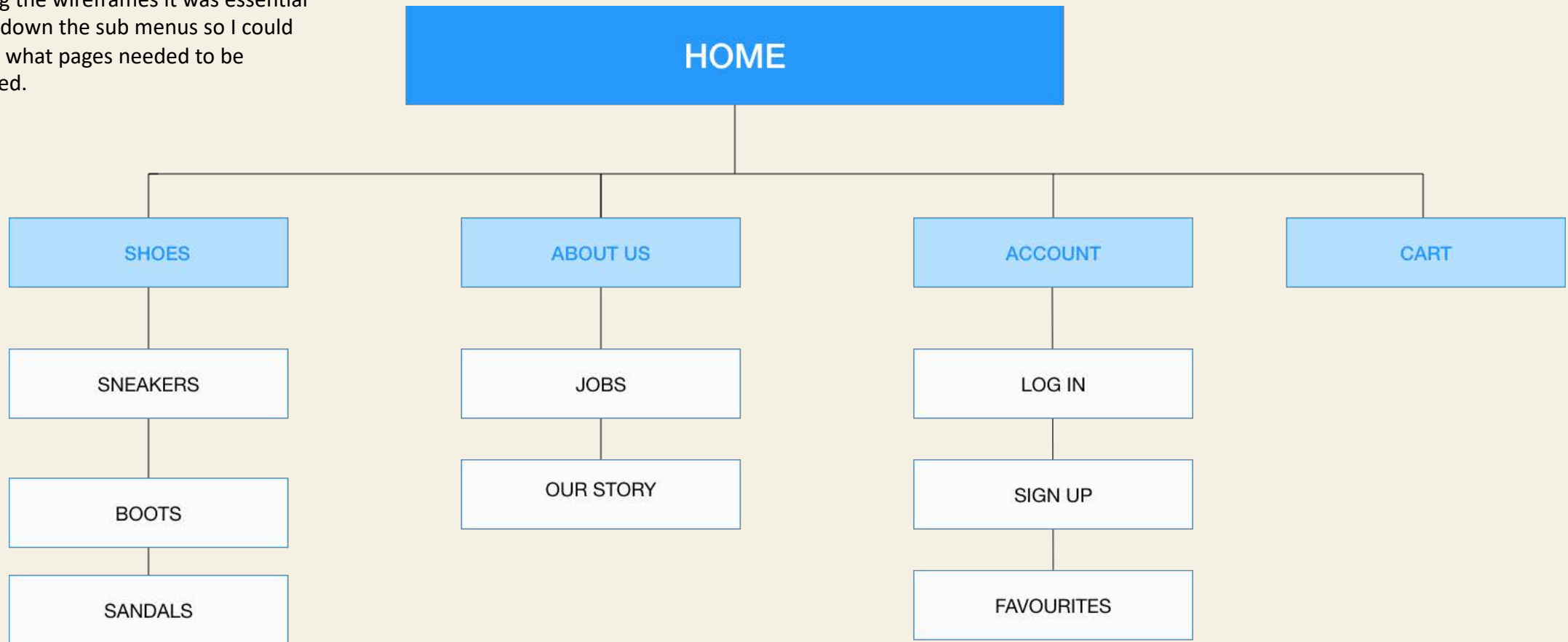
SITE MAPPING

Work Experience Task- Part One

SHOES

PART 1: SITEMAPS

This sitemap helps you visualise the structure of my shoe shop website. Before designing the wireframes it was essential to write down the sub menus so I could visualise what pages needed to be completed.



02

WIREFRAMING

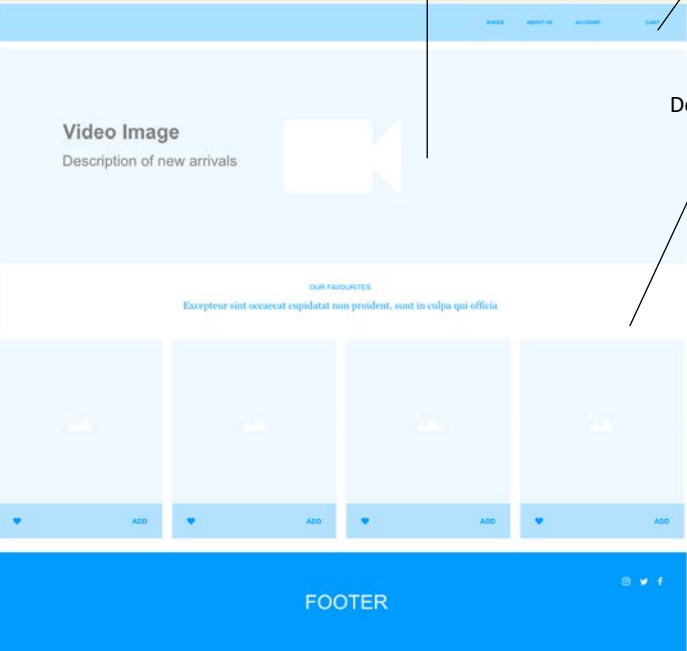
Work Experience Task- Part Two

SHOES

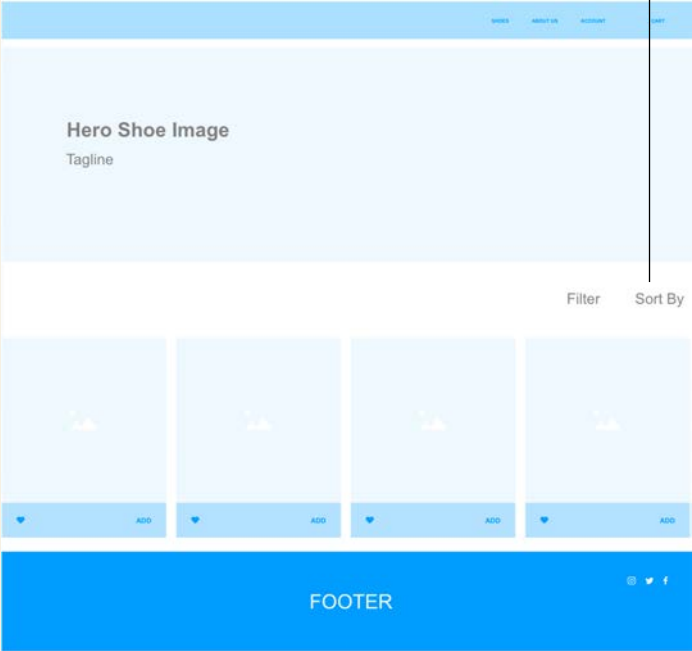
PART 2: WIREFRAMING

**The wireframe for the sneakers page will be the same for sandals and boots*

Home Layout

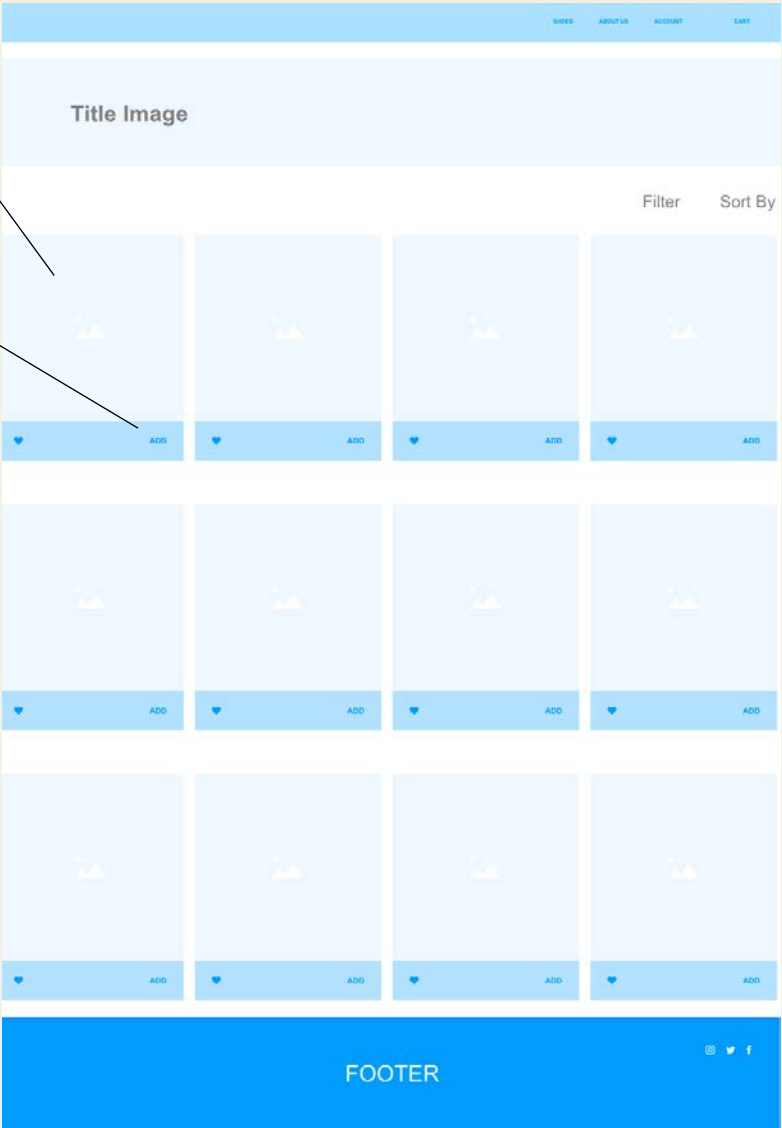


Shoe Overview Layout



Grid Product Layout

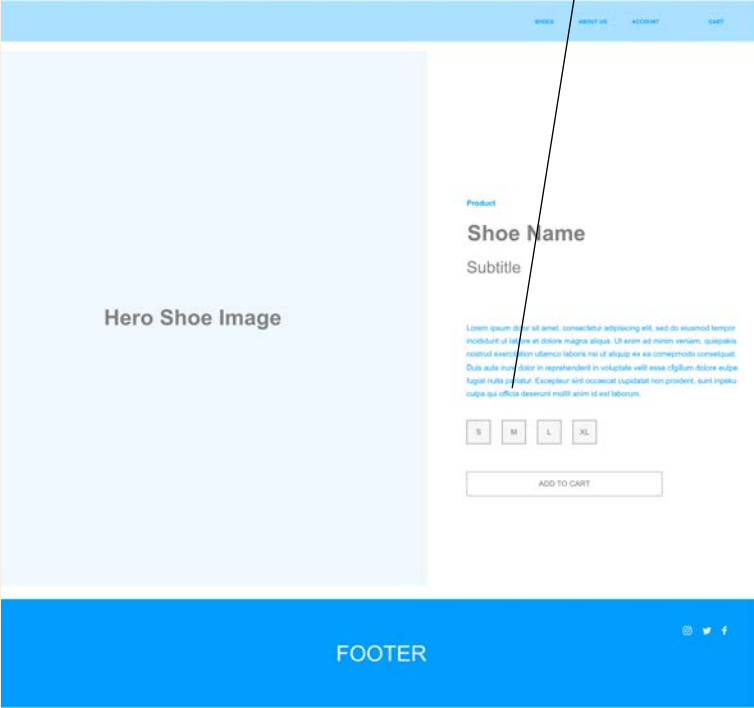
*Sneakers Layout



SHOES

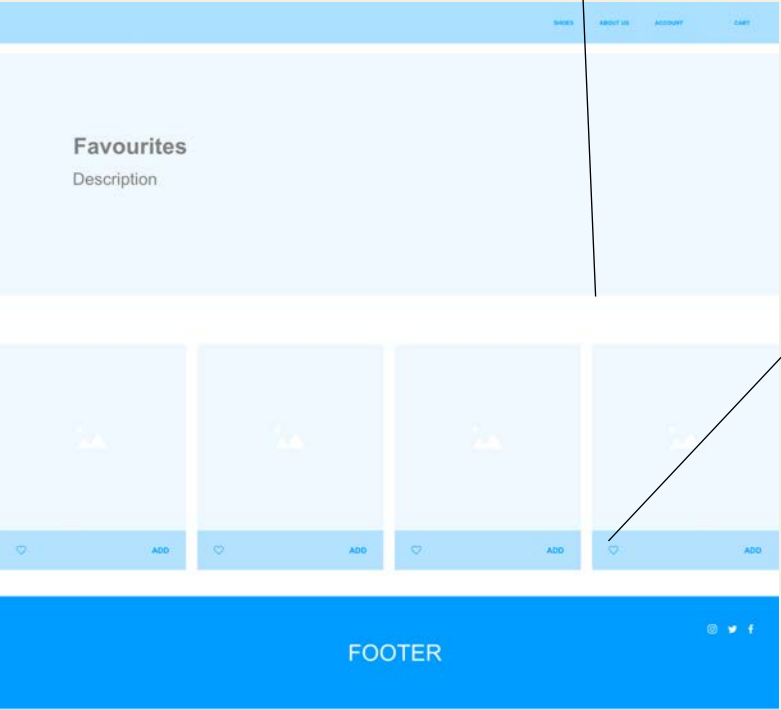
PART 2: WIREFRAMING

Individual Product Layout



Sizing Buttons

Favourite Layout

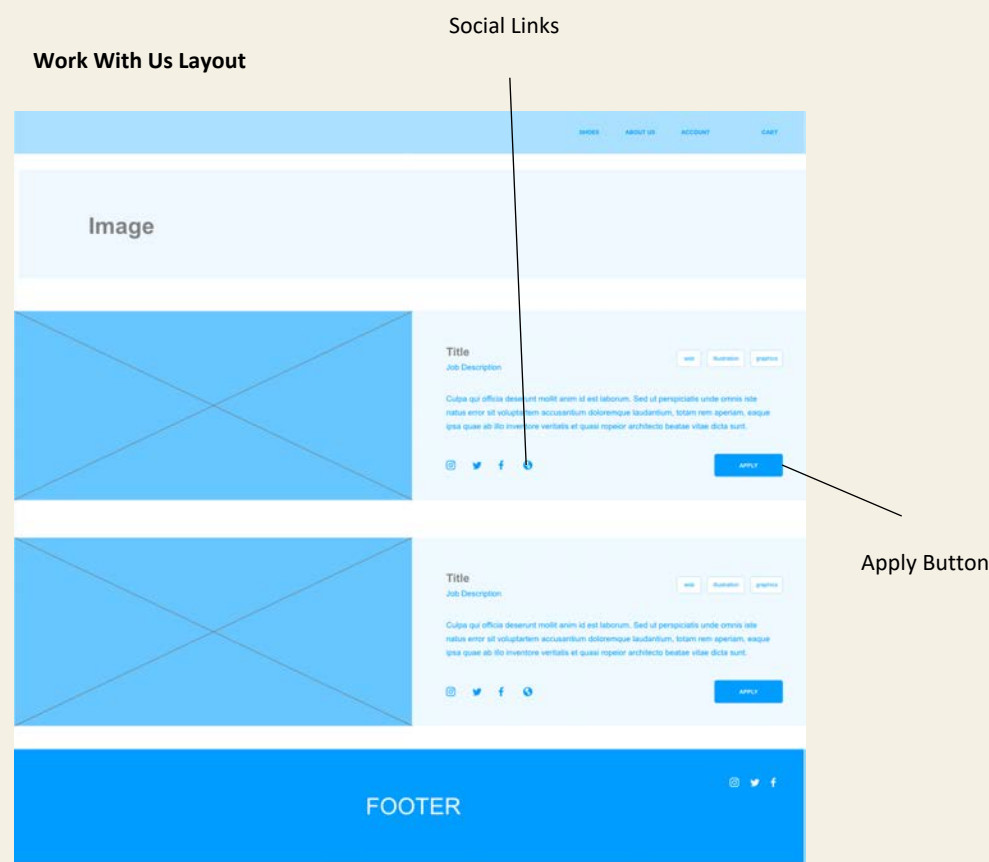
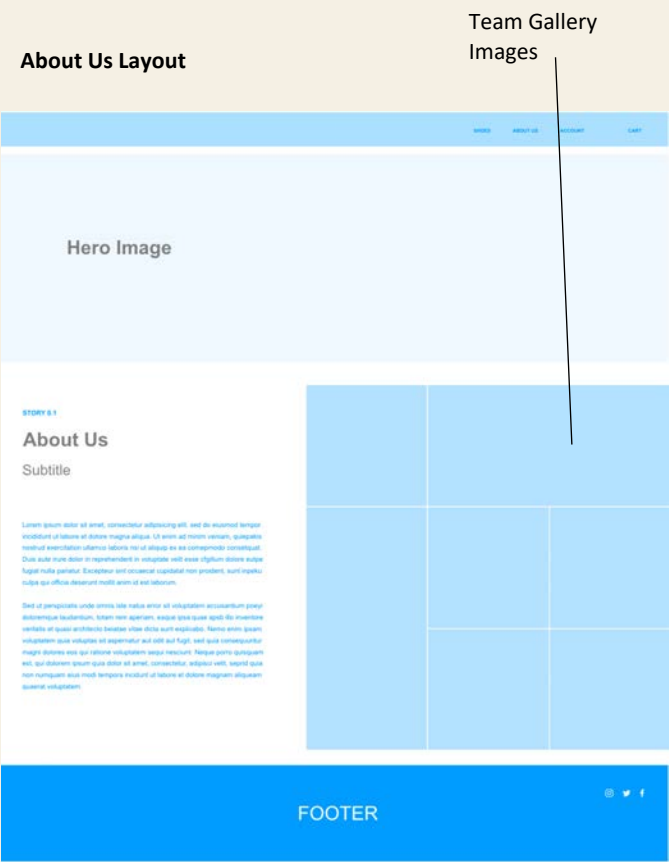


Hero Shot Image

Saved/Hearts Products

SHOES

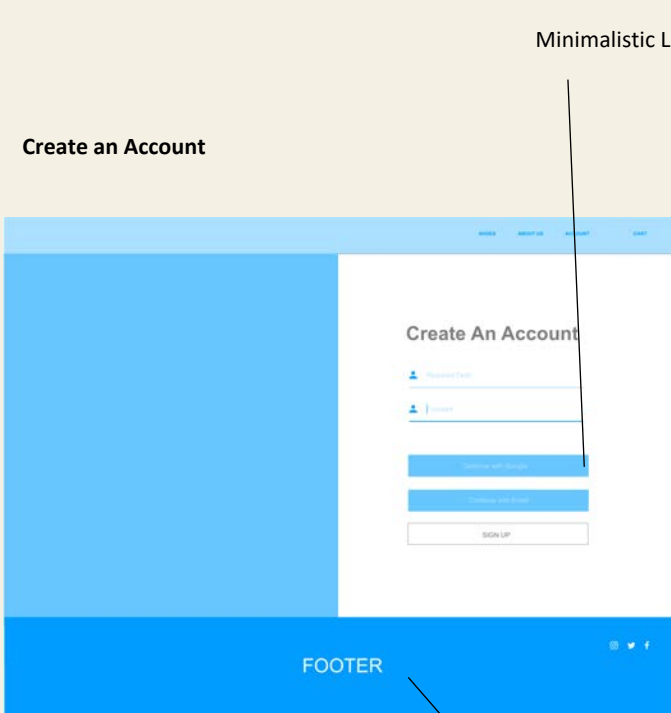
PART 2: WIREFRAMING



SHOES

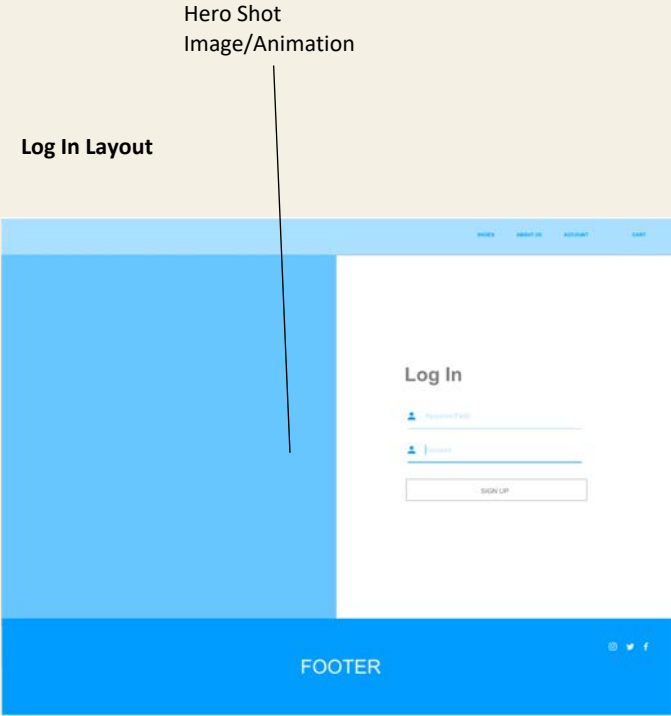
PART 2: WIREFRAMING

Create an Account



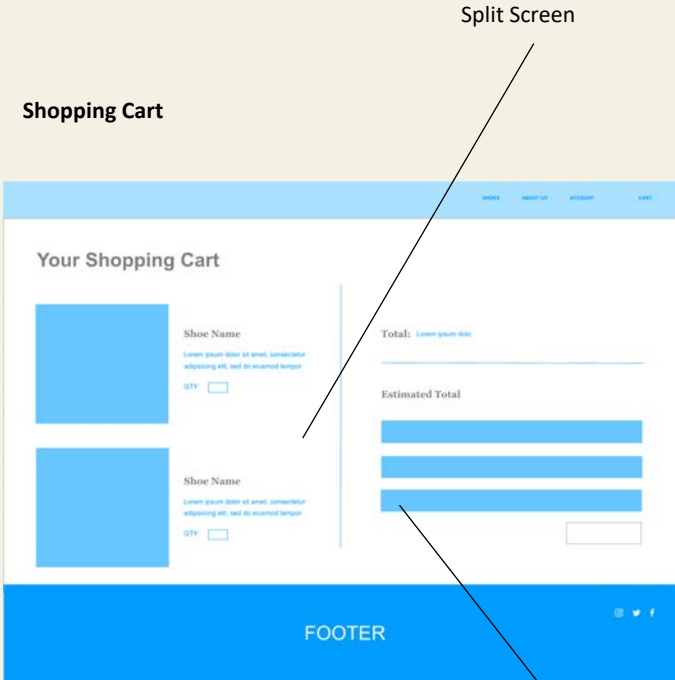
Minimalistic Layout

Log In Layout



Hero Shot
Image/Animation

Shopping Cart



Split Screen

Payment Options

The Footer

The footer will include social links and a menu which can guide the user around the website. It will also include the different ways a user can contact the company.

SHOES

PART 3: REFLECTION

Chosen Business: A Shoe Store

Task reflection:

Before completing this task I had a limited understanding of wire-framing and digital design which therefore impacted the way I perceived designers. I originally thought design was purely how something looked however after this VWE I understand that you have to consider usability and research to create a successful website. If I were to complete this design again I would design for a mobile as most websites are accessed via the phone which therefore impacts the overall design.

