Digital Media Lab

Roberto Perez
Introduction

A great imagination on graphics can lead to good art. This year I had the opportunity to improve my graphics skills with Humboldt State University library internship program in graphic design. Throughout the semester I completed four projects. The first project included the re-design of the DML logo. The second project were name tags for the interns. The third project included a flyer for a skill shop in InDesign. Lastly a guide book about typography and layout with InDesign.

This booklet contains a set of projects completed throughout the semester, produced in Adobe softwares and Google drawing applications.

Creating a Logo

Through the process of designing the logo, one good outcome was sketching the design. At first, it was quite difficult to create a logo that had decent contrast on any kind of background. Then, it became much simpler reshaping the logo’s structure into a position that reflected its solid edges. One other challenge was choosing the right shapes for the purpose of getting a good design logo. After creating the overall shape of the logo, applying typefaces was quite easy to set a solid design overall.

Creating a Name Tag

During the methods of constructing the name tag, one of my purposes was to emphasize a design of simplicity. Forming the template was a difficult task, which included placing the measurements to create a right balance between the logos and the image in correlation with the picture and name title spacing. One other challenge was to choose a shape swatch without losing the contrast of the logos applied on the name tag, which was balanced with the empty space. The purpose of this name tag was to create an up-edge design that provided a smooth texture to the overall layout. In general, forming the design and choosing its right swatches was quite easy.

Creating a Flyer

Setting typeface can be quite difficult. During the process of designing the flyer, my focus was to choose a right font for the body copy of the design. The typeface I apply to the flyer was Audiowide with a 60 point font size including the InDesign title with a 120 point font size. One easy task when assembling the flyer was placing the InDesign logo. I downloaded the logo in Google, larger than 200 pixels. Overall it was quite fun designing the brochure. I learned how to use Google drawing for the first time.
Creating a guide booklet was the most challenging task in my overall internship program. Gathering the right typeface and images was quite easy. Through the process of designing the guide book, I learned a new font style. I found out about Roboto typeface similar to Helvetica style font. Overall, choosing the right font was easy but composing the guide for the workshop was difficult. At first, I did not know where to start from since it was my first time designing a guidebook for the purpose of guiding potential learners of InDesign.

Through the process, I learned that most of the times it is not easy constructing a project from scratch to its overall contents. Overall, constructing the guide it taught me a great lesson on how to prepare myself to challenge new tasks throughout my education journey.