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## What I Learned in Our Second Class

In our last class, we learned the difference between analog and digital signals, different styles of logos, and reviewed various articles regarding the branding and re-branding efforts of various companies (including their logos).

We learned that the main difference between analog signals and digital signals is that analog signals carry an infinite number of transmission possibilities where digital signals have a finite number of signals. We learned that signals are passed between devices in order to send and receive information. Analog signals are smooth, continuous round waves. Digital signals are represented by square waves and are only representations (or “models”) of analog signals. Digital signals are represented digitally by 1’s and 0’s (on/off – binary) and have two states – 0v and 5v. Some examples of digital signals are HDMI, MIDI, I2C, and SPI.

We learned about logos and the different ways they are presented. Examples included Letterform (McDonald’s), Wordmarks (FaceBook), Abstract Symbols (Nike), and Pictorial Symbols (Instagram). We learned that a successful logo can (and many times does) have useful variants (listed above) for different marketing situations.

One of the articles we discussed were classic clothing label “Brooks Brothers” (BB) and their distinction as one of the oldest and most prominent clothing labels in America. Founded in 1818 in New York City, BB went on to invent the ready-made suit. We take it for granted that you can just walk into a store and purchase a suit and leave, but that wasn’t the case before BB. Suits had to be made to order, so only certain people could afford them. With this invention, suits became more accessible to the average man. Brooks Brothers did not stop there – they are also responsible for the invention of the Polo Button-down Oxford, the Polo coat and have outfitted 40 of our 45 United States Presidents.

Another article that was discussed was the re-branding of the American Airlines (AA) logo by company *FutureBrand*. AA, in collaboration with FutureBrand, worked tirelessly for two years to re-create the airline’s logo in the interest of brand continuity and adjusting to the composition of a newly ordered fleet of planes. This article explored the fine, sometimes agonizing, detail that goes into creating a logo. A logo is the face of a business and the importance of it cannot be taken lightly.

We learned a great many things in our last class (too many to name here), but those were the highlights of our last learning experience!