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Aaron Draplin Takes On a Logo Design Challenge

The YouTube video “Aaron Draplin Takes On a Logo Design Challenge” illustrates and shows how most logos are not designed in fifteen minutes, but most designers aren’t Aaron Draplin. Aaron's a Portland fixture by way of the Midwest, the owner of Draplin Design Co., and an advocate of "blue collar" design: design that works. Throughout the video, he takes on a logo design challenge, creating many iterations of a logo for a fictional constructive company. Aaron makes sketches, brings his idea into Illustrator, and tests and tunes the different iterations.

Aaron states that sketching is meant to be fast, fun, and free-hand, more free than it would be on illustrator. He goes on to take notes about key colors and other stuff such as concrete and rays. While making slabs, Aaron considers sediment, layers, and other things on the ground related to construction. He recommends to show context. Furthermore, Aaron goes on and rebuilds the sketches onto Illustrator. He uses lines, a pyramid looking letter “a”, gradation, and type. A few examples shown were the brick pyramid working on concrete, laid over a photo, a regular shape with a typeface. Also, he states to make sure the design looks good a dark value and is easy to ready (hierarchy).

Aaron Draplin shows what a couple minutes of sketching looks like. He sketches, brings his ideas into Illustrator, and tests and tunes the different iterations. The logos Aaron creates prove design can elevate any company or brand. Along the way, he provides tips for freelancing, finding inspiration, and providing clients context for logos that won't just live in PDFs.