

Name: FengYi Li

Class: CDMG 1111

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My name is FengYi Li. In the Chinese language, Feng means the Phoenix or Phoenix (queen) it symbols honorable, exalted, high status, and power. Yi means be a motherly model of the nation which hope everyone's life can be better and peaceful. So, I try to design a phoenix to be a part of my logo because it's the meaning of my Chinese name. First, I drew the Phoenix in my journal, then I scanned it out and send to the computer. Of course, It's very hard to do the Phoenix on the computer because it needs to spend a lot of times for every detail and to work for the colors. For English name Niki, I just took the letter N and K to show in the logo design. In addition, I want to make them be more interesting, so I think the idea which connects the letter N and K. I also want my logo to have a professional and more modern looking; so I decided to use the type "Helvetica". Additionally, I made the letter N to be bold, and the K to be regular because we are reading from left to right and it's more comfortable for our eyes when we look at it. In addition, I made a yellow color (gold) for its shadow which gold is exalted, and it's more comeback to the meaning of my Chinese name again. Finally, I think it's a very cool logo design for me, and I like it.

