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Writing assignment

## What Do You Learn?

In the video “Aaron Fraplin Takes On a Logo Design Challenge,” the designer Aaron tries to design a logo in fifteen minutes for a construction company, “All base foundations.” At first, Aaron mentions the first steps to create a logo. For example, knowing a little bit about the background of the company as history and years that have existed, then the importance of focusing on the audience that will see and use the logo. Something important that he also mentions is the use of doing sketching since it is a better way to manipulate and express your ideas than an illustrator. In addition to this, it is also useful to play around to the characteristics of the letter (capital or minuscule) to be able to see the differences and the one that it has more connections to the logo.

Moreover, it is also essential to research to get more ideas to find the context of the design to have then had some sketches, and after having a base idea, it will apply it to illustrator. According to what I see in the video I saw that Aaron was creating multiple designs of the original to have many versions by changing the colors, sizes, and characteristics, to see the different options and which it will be more related to the company. After having the modified versions, he starts to use other components to have more options as using images to portray texture to the letters to have more contrast.

Finally, in terms of designing logos, I learned the importance of having a visual concept of the logos if we see it on the shirt, boards, or posters. I think this is an essential aspect of the design process because you are looking to a more realistic version of the logo and the different ways that will be used, which helps to identify if it works or not.