Mabel Chau

Professor Marianna Trofimova

COMD 1112 Digital Media Foundations

Assignment 2 – Class Discussion on February 10

Professor Trofimova started the class discussion by outlining the topics which would be covered in class.

We were to discuss the topics:

      a) analog vs. digital

      b) logos, including assigned readings, and how to start the logo project

      c) start having the depth of meaning in visual communication project presentations

First, we started with a discussion of Chapter 1 of the text which concentrates on digital vs. analog. Important things to know is that analog is constantly changing, perceived by our senses and infinite in nature. Digital is represented by binary numbers 0 and 1. Digital is finite and represents analog. Analog can be represented as sunshine while digital can be represented as artificial light. Data is stored in a computer using bits. Eight bits equals one byte. Bits are represented by the binary numbers 0 and 1. We watched a video about musicians and their preferences between analog and digital sound. Most of the musicians enjoyed both styles but each had a preference. Digital music seems to have a bigger learning curve while analog music had more feeling in its' sound.

Some methods for saving files and information are WeTransfer and Google Drive. I downloaded the We Transfer app and really like the interface. Thanks Professor for the suggestion! We can create zip files to compress data. Data compression can be lossy or lossless. Cloud computing can be equated to invisible big fat hard drives or servers.

We discussed the design process which starts from a concept and is developed with sketches. Logos can be in letter form, wordmark, abstract symbol, and pictorial symbol. Icons are illustrative. A brand is a visual identity, usually used in advertising and

commercials. Great logos should be instantly recognizable, give a awesome vibe, and be timeless. Some examples of great logos are Playboy and Coca-Cola. We went over some bad logos, including Pepsi Cola and Starbucks.

We went over the assigned Logo articles. I especially liked the Guinness article and the video we watched about American Airlines. I signed up for Ad Age and read their articles daily. During the discussion, we watched a video from American Express Open (Project Rebrand)about the MoCada Museum. MoCada is a museum in Brooklyn with a concentration in African Diaspora. The Museum was seeking to create a new image for their 10th anniversary.   The museum owner used TODA as the branding agency for the rebrand. TODA did research which led to concept development (brainstorming). Most importantly, there was a open dialogue between the key stakeholders and the rebranding company. TODA had to work around the fact that MoCada's logo was embedded in the architecture of the actual Museum.   Despite this, TODA was able to create a positioning statement and ideas that the owner and the secondary owner loved. The brand that TODA created was fresh, sleek, and sexy. Everything that the owner was looking for! The owner was especially happy because she had more than one idea to choose from. This video really described the creative process well and how to work with clients.

Lastly, we started presentations for the depth of meaning in visual communications project. My group presented on the 20th. I really liked working with my group. Everyone in my group got to present some of the depth of meaning styles which was really fun.