The Designer in the video was faced to with doing a logo for Allbase, a concrete company. We, as the viewers were able to walk through the process with him from initial concept to the end viewing the concrete logos that were both conceptually and visually strong. The designer covered many different things from using initial sketches to come up with logo concepts that may work to testing your logo on different and relevant materials and more.

I found it very interesting to see how he worked as a designer, and being able to walk through his process with him was both useful, and cool. It was really interesting to see how he flowed from idea to idea. I found it particularly useful when he said to always keep a live copy of your work in case you need to go back, so he would keep copying the logo each time he did a new stage. I find that to be super useful, and something I’m going to make more of an effort to implement because I can see what I’ve explored and worked through as well as my own thought process and progress.

Something else he talks about is playing around with different variations of the logo, different color backgrounds, and textures. Playing around with texture isn’t something that I would have thought about doing but I feel like it opens up a whole new avenue for logos, and design period that I didn’t think about before. Along similar lines of texture, he talks about trying logos out on different substrates whether that be a shirt, embroidered on a hat, or on a paper bag to get the correct context on how it will look on items that the company may use. To me that’s so simple, but so mind blowing at the same time. He said it and it completely made sense. It makes the logos feel real in my opinion, and gives them real-life context. The video was as interesting as it was informative and jam-packed with information relevant to us a students!