Honors Project Reflection Paper

For my personal honors project I chose to design logos for my family’s business and do a logo package and design some business cards. I liked doing the logo design project when we did it in class so I thought it would be fun to do something like that on my own. I like to do graphics in general in digital media; it is one of the spheres of digital media that I like more. It is one of the things that I am better at as well. I do not enjoy animation, I do not really have an ear for audio, video is just not that fun, and however I kind of enjoy web design.

Some problems I had with the project were just like any problems I had with other projects. I had trouble coming up with ideas that were visually appealing. Our business is a Japanese maple tree farm so it is a little difficult to come up with ideas that relate directly to that. A lot of my ideas centered on trees, obviously, and they largely had a color scheme of red and brown. I had trouble coming up with ideas that I could use in general as well. Since Japanese maple leaves are really detailed they would lose a lot of that detail if the image were blown up.

This was able to fit into the overall development of digital media because it was a graphics project. It was similar to the logo design project that we did in class. I learned that it is not easy to design logos because in order to be effective you have to make different and unique logos. I think I did a good job with the project; I made some very nice logos and some good-looking business cards. Next time I would try to vary my designs of logos a little bit better. Although I made 10 different logos they all shared some basic elements. Next time I would try to avoid doing that.