

Changemakers Assessment - Habiba

by Habiba Hassaan

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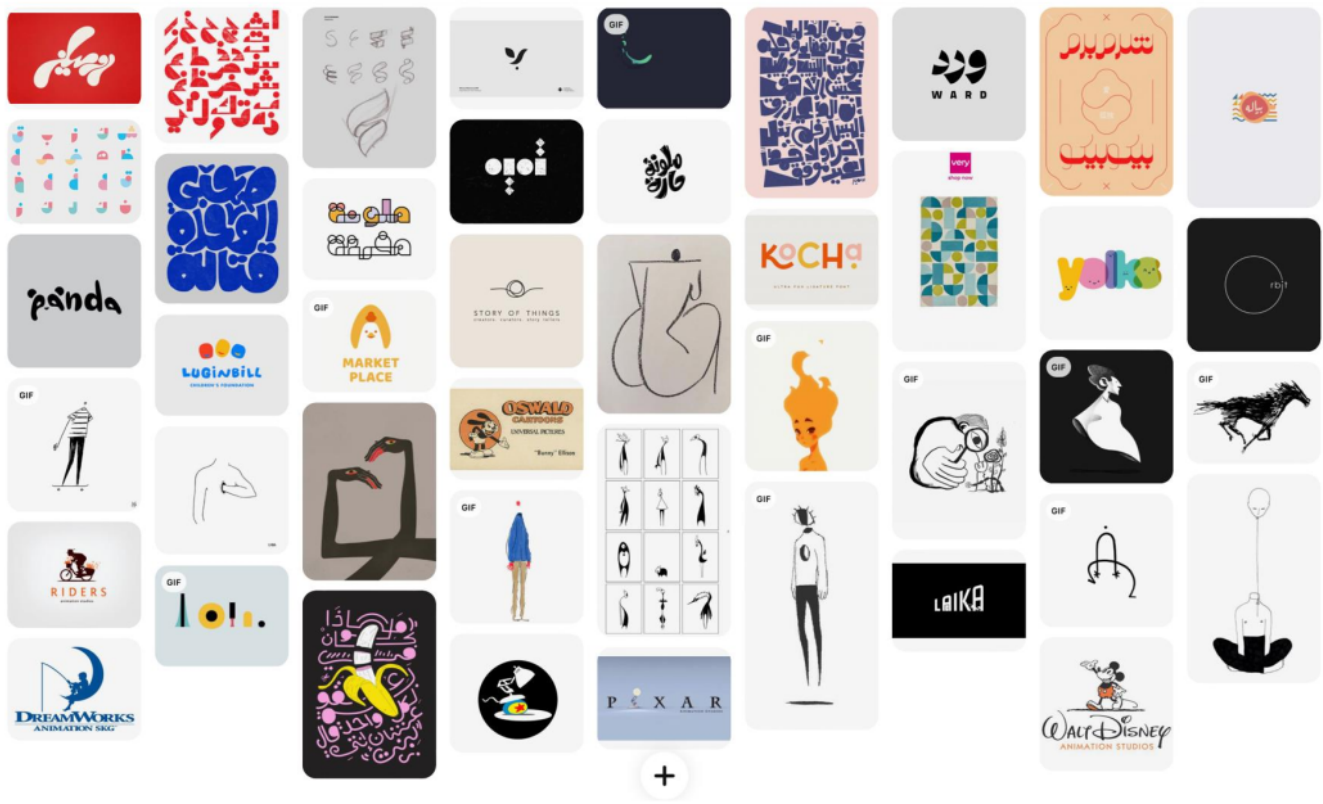
Haraka

Animation Studios

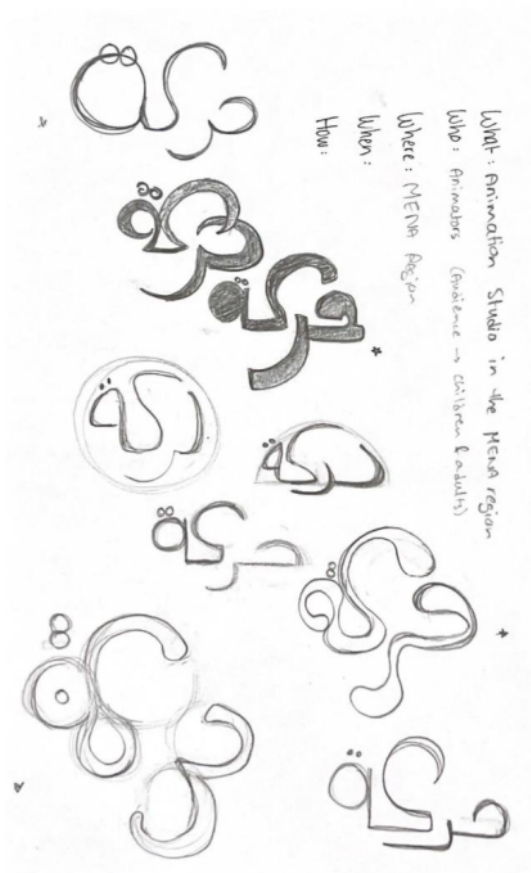
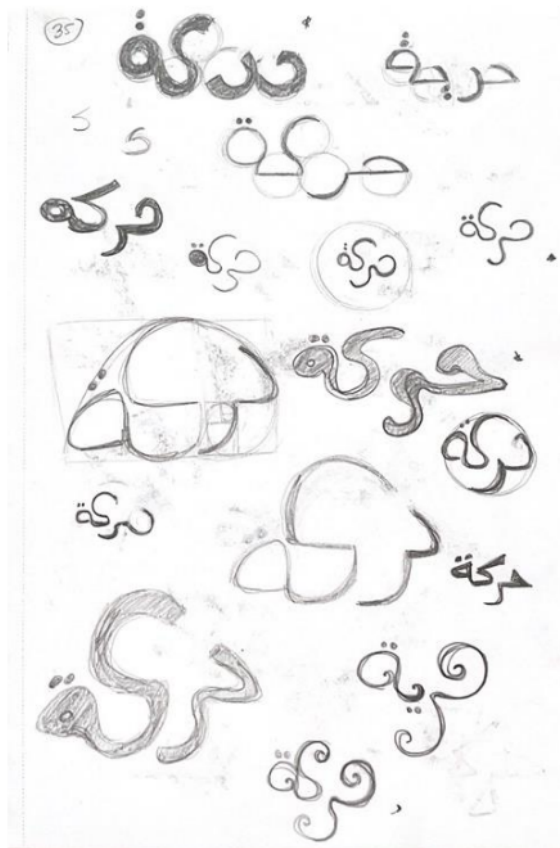
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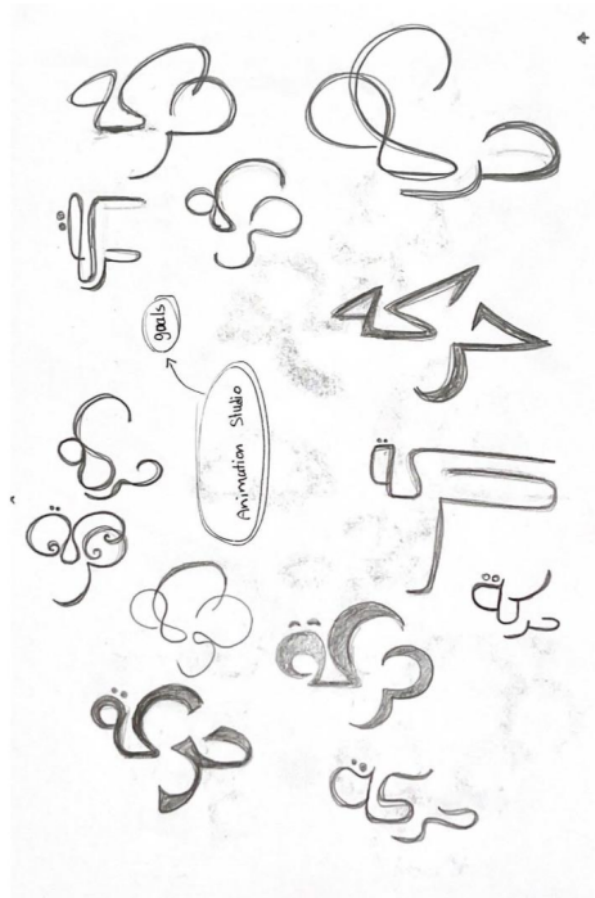
Logo

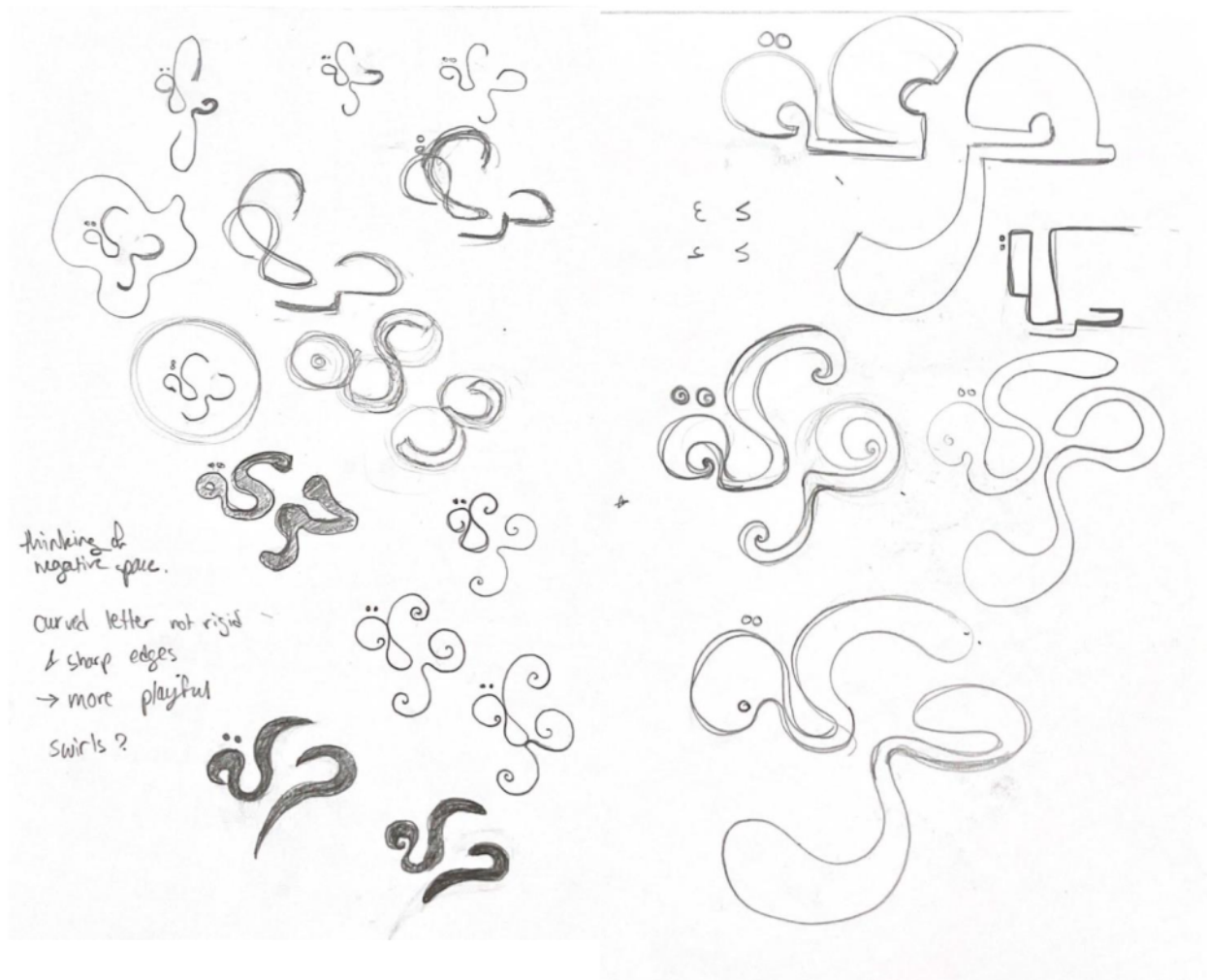
Inspiration



Sketches







Final Logo Design

Typeface:

All Round Gothic (Book)

Typography in dark color
(for light backgrounds)

Typography Color:

CMYK: #00777C



Another version of the logo

Typeface:

All Round Gothic (Book)

Typography in light color
(for dark backgrounds)

Typography Color:

CMYK: #5CE5CB

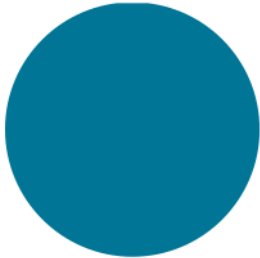


Other versions of the logo



Logo Colors

(Gradient Colors)



#007596



#00AEB3

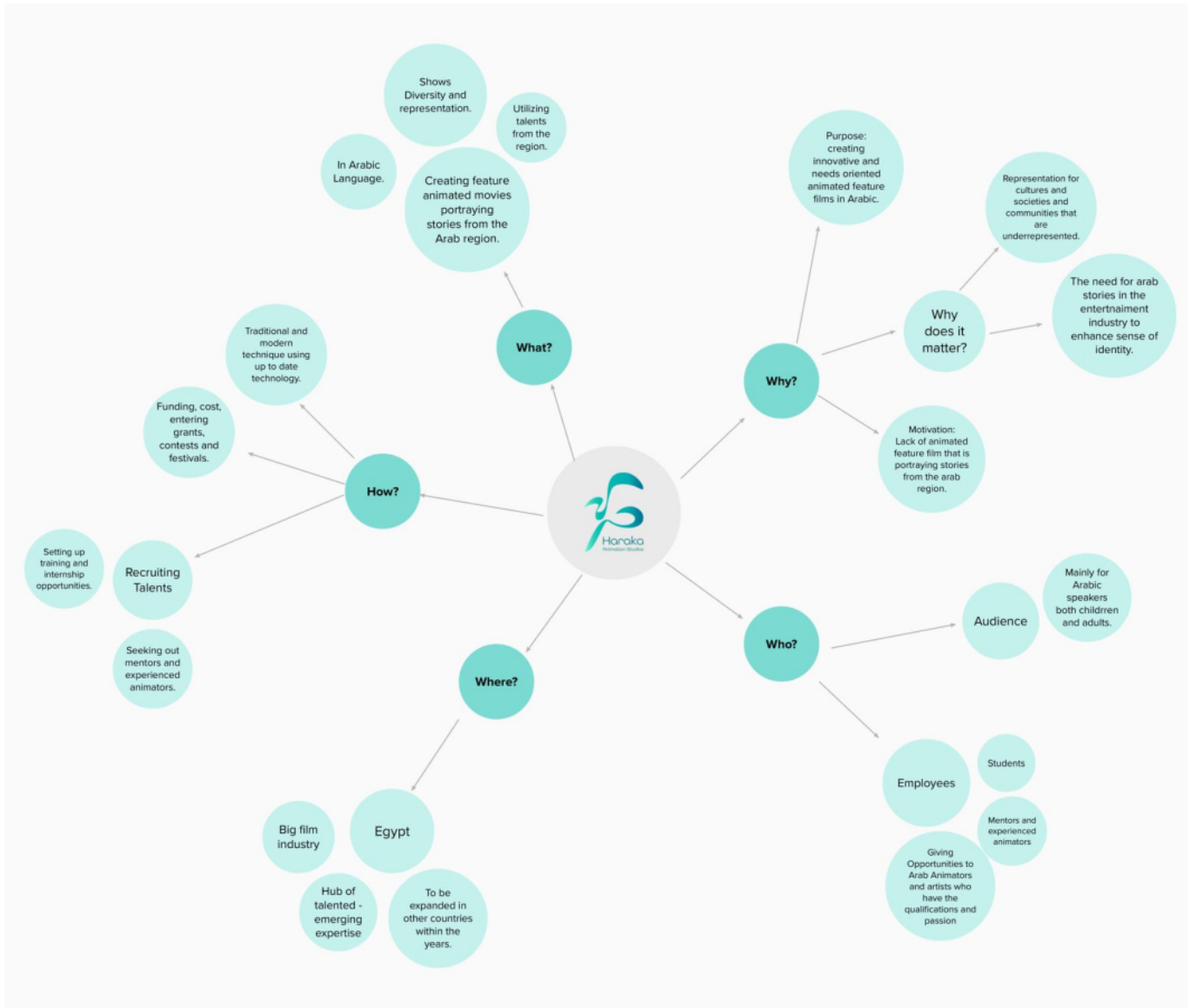


#00B9B1



#83FFCC

Mindmap



Motion Graphics Sequence/ Intro Sequence



Please press play.

Web Banners

Medium rectangle

300 x 250 pixels



Large rectangle

336 x 280 pixels



Leaderboard

728 x 90 pixels



Mobile leaderboard

320 x 50 pixels

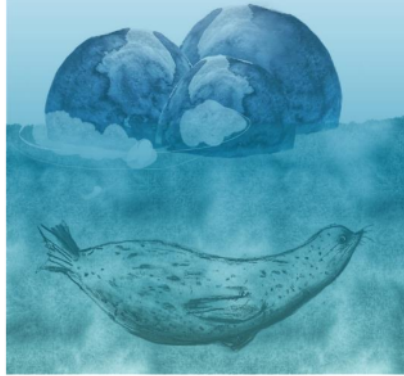


Half page or large skyscraper

300 x 600 pixels



Arab Animation Festival 2024



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GRADEMARK REPORT

FINAL GRADE

73/100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (55%)

Inspiration and research has been presented via a moodboard showing the background to design choices that have been made. This is good to see, with a range of imagery, graphic design and text included.

To enhance the marks awarded, providing a bibliography / references section (in IEEE format) within the portfolio would be useful – this is mostly practice for academic aspects of studies admittedly, but I always like students to get into good habits.

2. Knowledge & Understanding Skills (68%)

An appreciation for design iteration and evolution of a theme is evidenced in the work. This is interesting to see and indicates that significant work and effort has been devoted to considering your brand.

Breaking down the purpose of your studio in the mind map shows an awareness of purpose, and also potentially suggests niche markets or unexplored areas that could be served by your business. Your idea is linked geographically as well as thematically, which is often not considered in projects, which is good to see – the studio or brand has to exist somewhere!

To develop the mind map and knowledge a little further, it may be good to include imagery or links within the map that can help expand upon your ideas or suggestions, for example: articles or

reports on a growing Arabic film industry (or a need to develop one), technologies that could be utilised to make this a reality, etc.

3.Cognitive & Intellectual Skills (77%)

A clear iterative design process has been provided in the portfolio, showing many different designs being explored. The inclusion of 'what, who, where, when, how' thought processes is good evidence of analytical thinking, and shows consideration for how the concept / ident / brand should evolve. It is this thought process that provides imagery that is more than just an attractive design, and helps promote your professional attitude as well as your creative abilities. Good work.

4.Practical Application Skills (80%)

The process of your design work is thorough and documents the development of your concept well – in particular the font and hexadecimal codes used for colour, which would be essential when replicating the branding on a company's products or publicity material.

The logo design is convincing and professional and works well across the various banner advertisements. It may be worth considering 'light'/'dark' alternative versions of the logo for use on certain backgrounds to help improve visibility, as the lighter elements of the Haraka logo are not quite as effective on the Large Rectangle as they are elsewhere. Alternatively, the background colour could be brought in line with the Medium Rectangle, where the logo seems to sit more comfortably.

The Motion Sequence is consistent with the rest of the branding and is also indicative of the purpose of the brand – by being animated, it presents qualities that your studio hopes to produce in all of its projects. It is also simple and effective and could easily be shown at the beginning of a showreel or presentation. Good work.

5. Transferrable Skills for Life and Professional Practice (70%)

The portfolio has been submitted containing all elements specified in the assessment brief.

The quality of work in logo design, banner ads and animated motion sequence are high, with visual consistency throughout which helps to re-enforce a strong brand identity. The banner ads are clearly labelled and presented in the portfolio, indicating that work that fits a client's specifications can be followed.

Overall, a very good example of brand development and promotion with a high level of professionalism and design consideration. Well done.

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