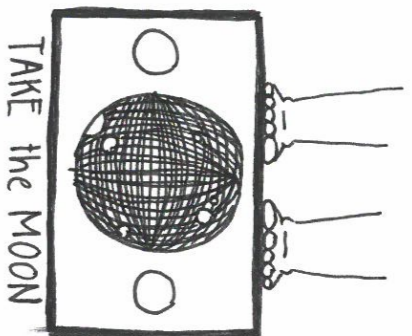




# DEVELOPMENT

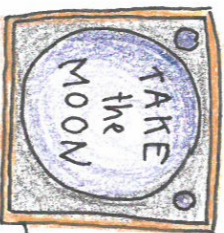
## SPEAKERS & FEET



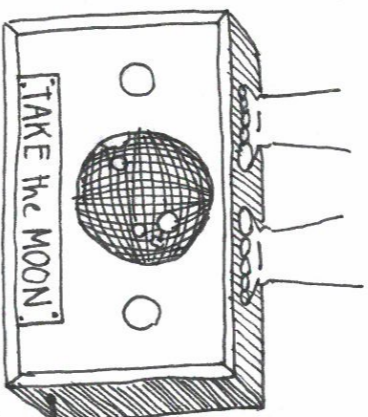
TAKE the MOON

bold border of speaker repeated circles inside make a pattern

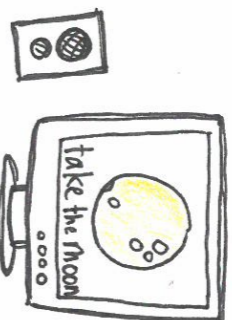
colour is roughly drawn to create a rough texture brown-wood



simple shapes squares & circles



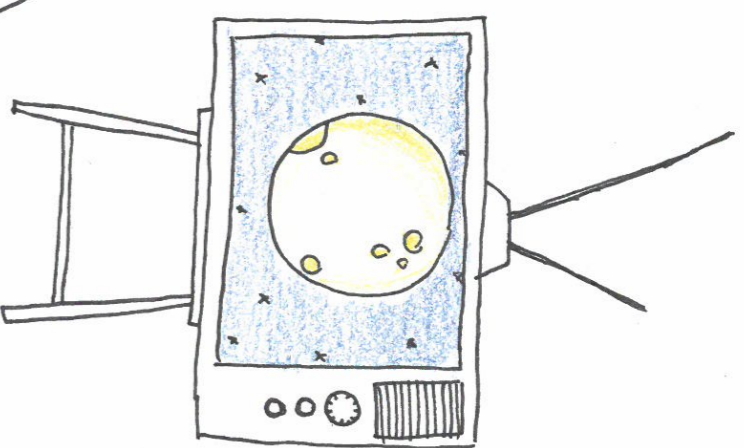
3D SPEAKER too busy for a logo, too much line & detail too large in scale



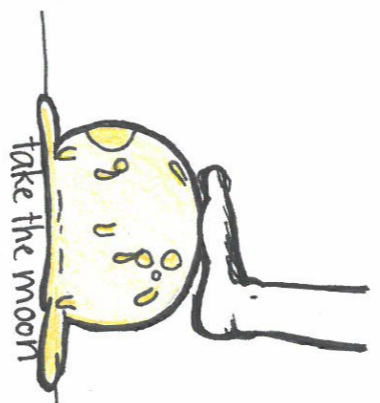
messy lines look interesting

balance through speakers placed on either side of computer screen.

computer & SPEAKERS

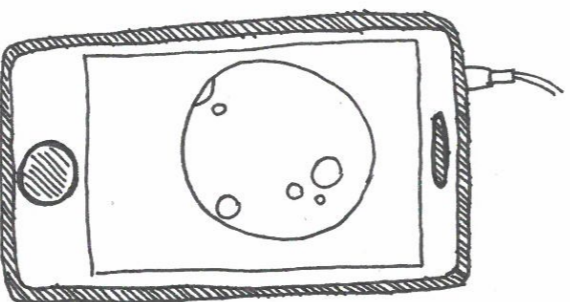


TV: moon watching lacks balance in the TV image interesting the only having TV screen, focus creates there mostly



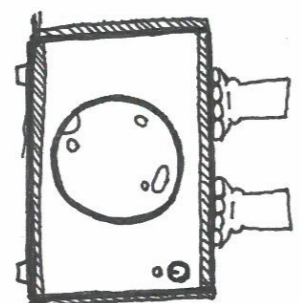
MELTING MOON thick & thin lines used the bright yellow stands out well

IPHONE & MOON too large for a logo design

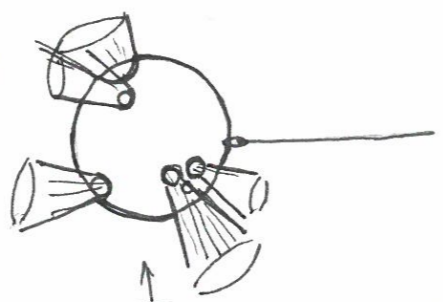


TAKE the MOON feet are intended to be book ends holding the font together

capital sans serif font stands out & is easy to read

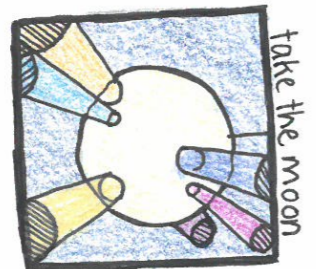
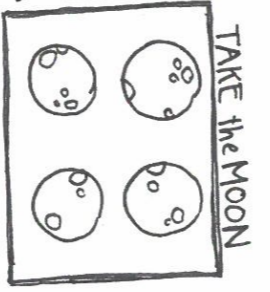


Speaker with controls too



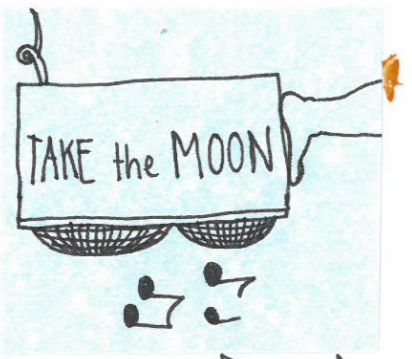
disco ball moon

balance created through the repeated moons & the centrally placed type



strong use of colour to create a fun & happy image

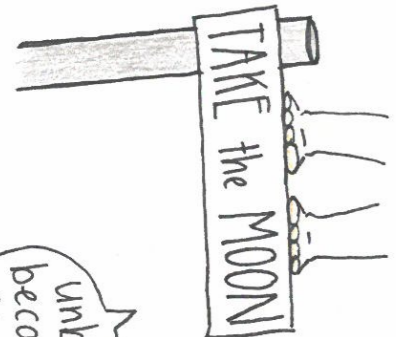
solid square border, cages in the design



side-way speakers

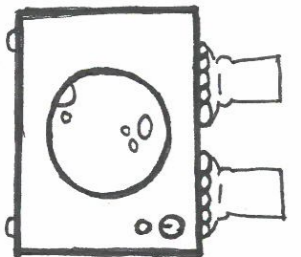
strong use of line to create the image & form on the speakers

side-way font, sans serif capitals easy to read



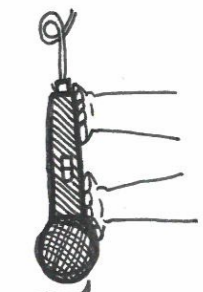
unbalanced because of post on one side

street sign take the moon street



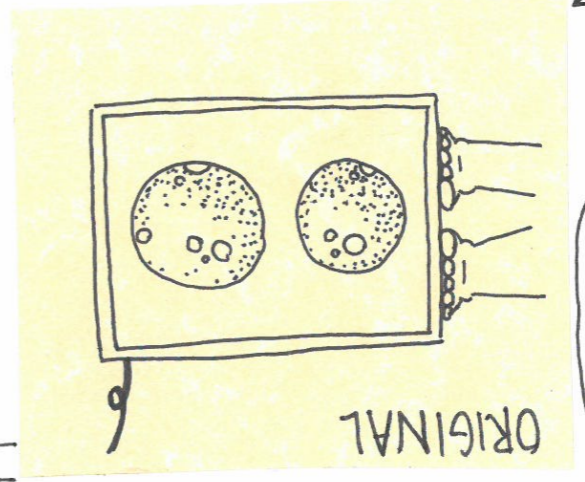
bold outlines

# DEVELOPMENT SPEAKERS & FOOT



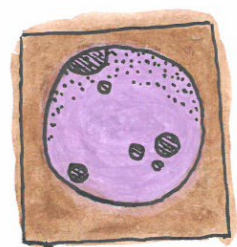
microphone instead of speakers  
line to create pattern & tone on microphone

selected because of the variety of elements used  
- shape  
- point  
- line  
etc.



plain fineliner image on paper

ORIGINAL

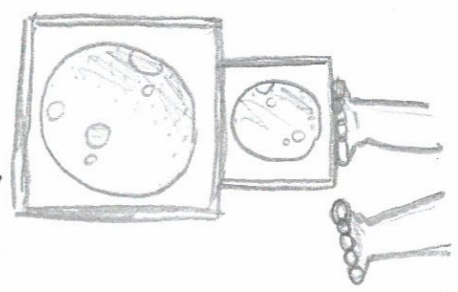


water colour pencil  
more simple than other images/designs

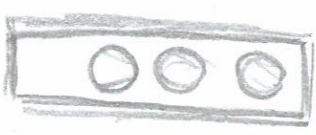
- too spaced out for a logo  
- too wide



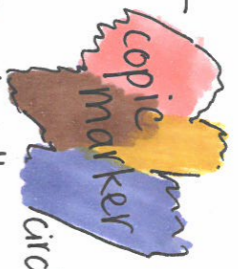
one-point perspective



balance everything centred



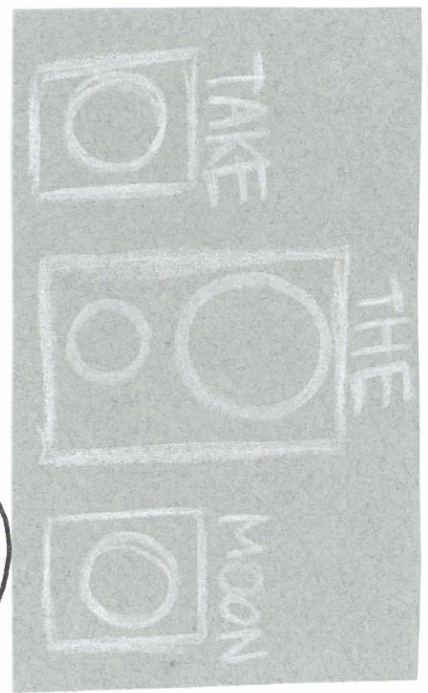
skin



speaker circles

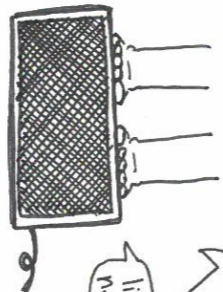
white art pencil on grey paper

lacks detail

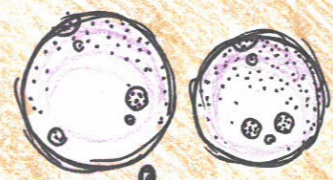


OIL PASTEL

box speaker feet centred on speakers, lines create rough speaker texture



line thickness varies

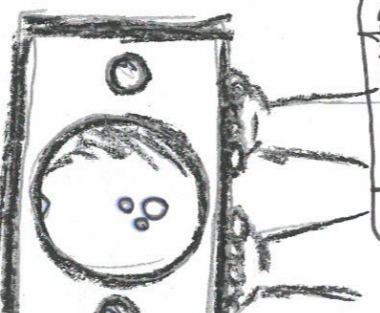
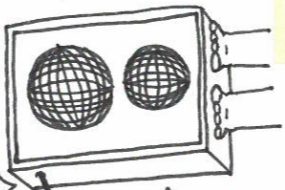


coloured pencil

messy lines outline circle speaker for interesting text

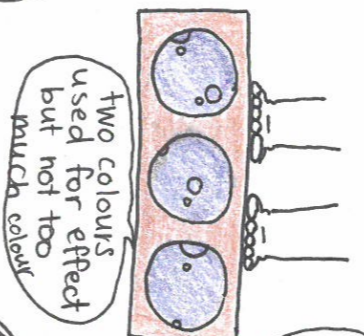
lack of boundary for a logo

3D effect, possibly to thick or busy for a logo



strong use of line creating tone in the circles & pattern around square shapes

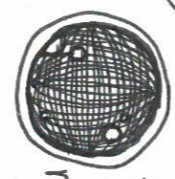
TAKE THE MOON  
charcoal



two colours used for effect but not too much colour

line thickness varies. much thicker around edges of square

BALANCE central placement of moons & feet

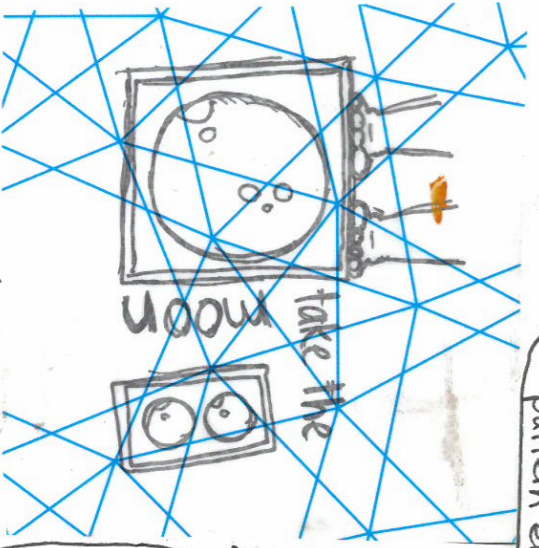


take the moon

messy but interesting texture created

TAKE THE MOON

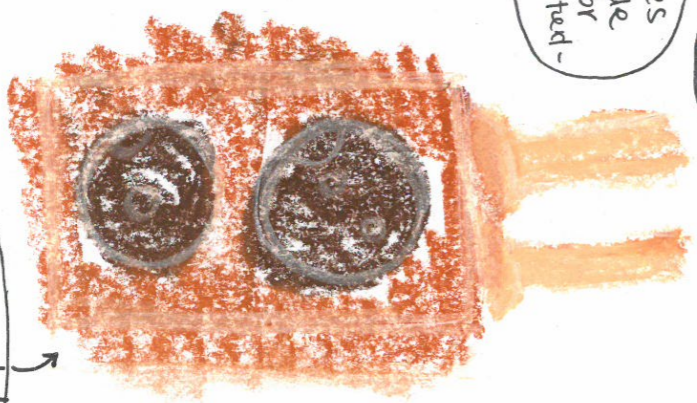
permanent marker too thick & lacks detail. boring image lack of design elements such as colour, tone, pattern etc.



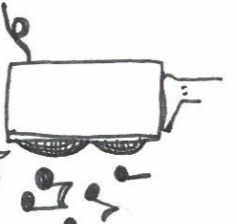
take the moon

added transparent lined paper over the top

like the messy lines and the different placing & angle of the plain serif font.



soft pastels too messy for a detailed image



side view instead of the usual front view

small scale makes a cute image



music notes to represent that the moon is a speaker

much smaller image



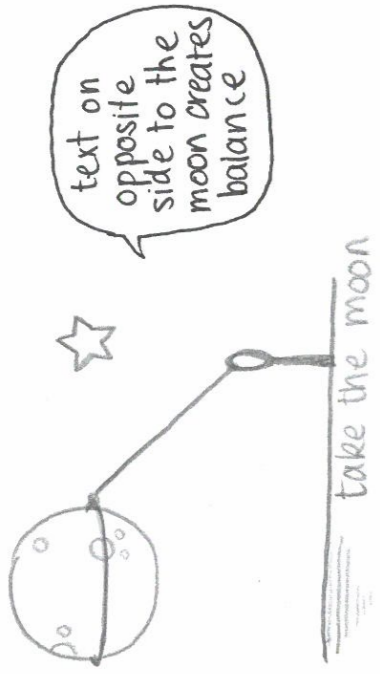
take the moon

central placement creates balance

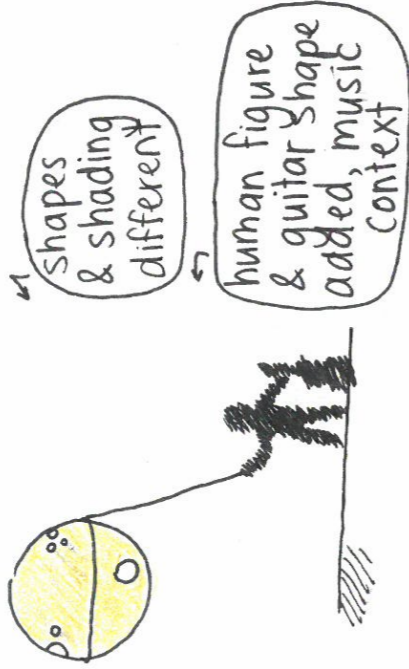
plain coloured pencil, darker pencil outlines

# DEVELOPMENT

original, drawn in grey lead

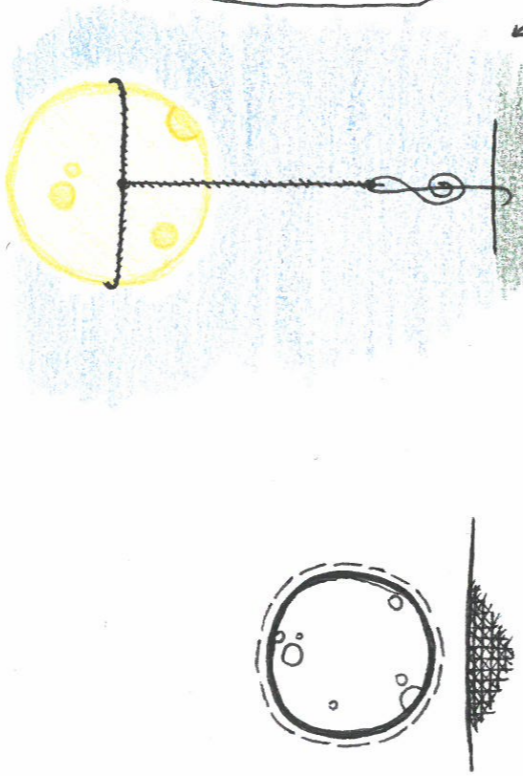


text on opposite side to the moon creates balance



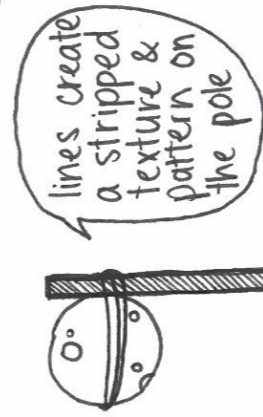
shapes & shading different

human figure & guitar shape added, music context



Position of moon is more central creating a much more symmetrical balance

Coloured Pencil but no pen outline for the moon, less cartoon-like

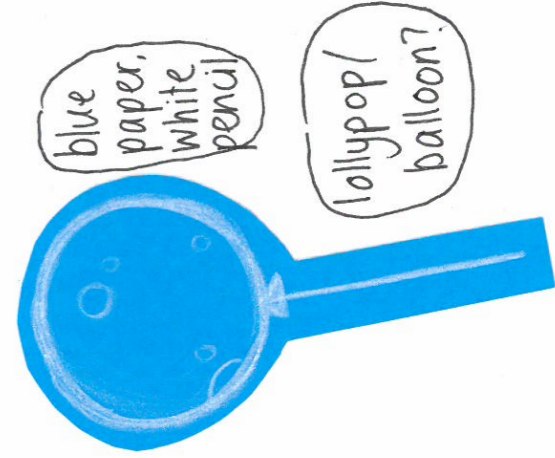


lines create a stripped texture & pattern on the pole



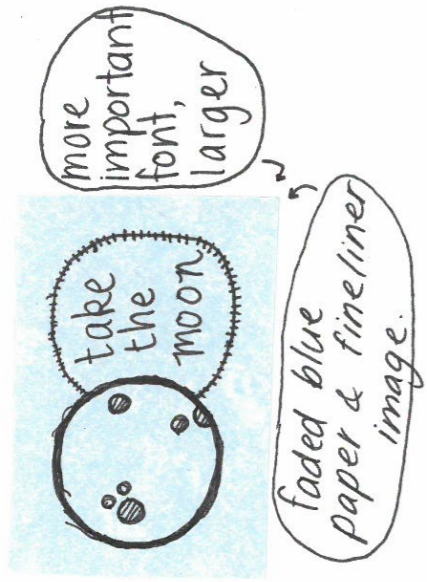
messy grey lead

large font but lack of image boundary is not appropriate for a logo



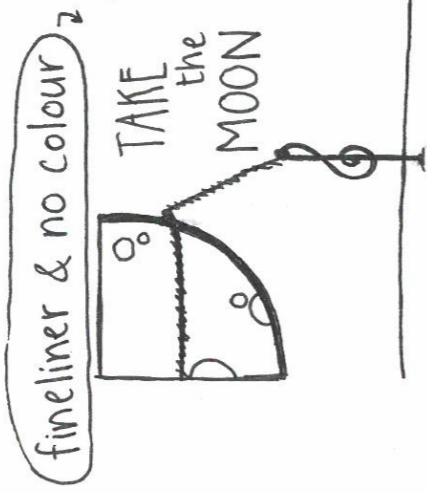
blue paper, white pencil

lollipop/balloon?



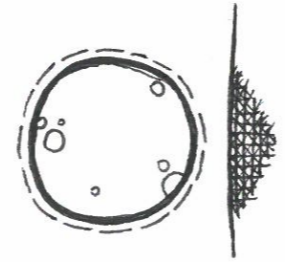
more important font, larger

faded blue paper & fineliner image.



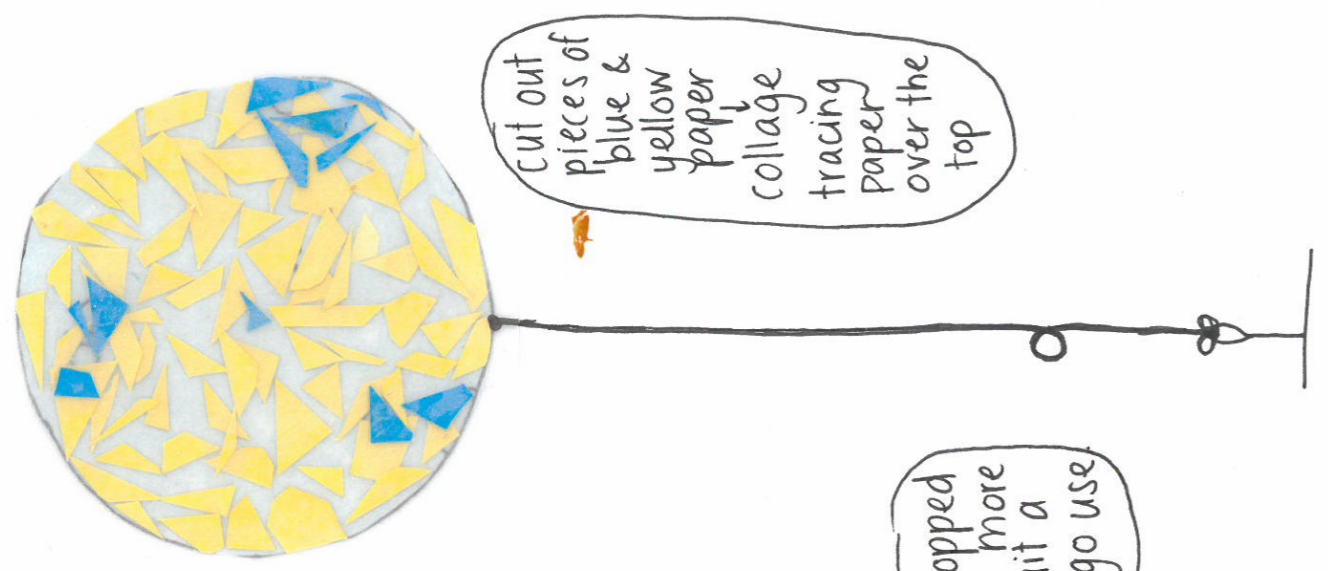
fineliner & no colour

cropped to more suit a logo use.

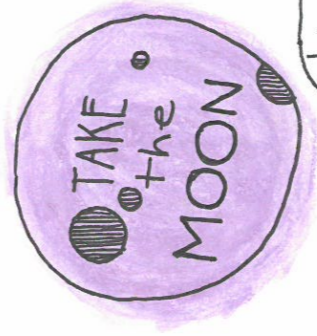
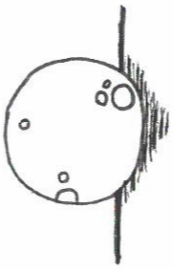


smaller moon image less detail in image

coloured pencil & fine liner



cut out pieces of blue & yellow paper collage tracing paper over the top

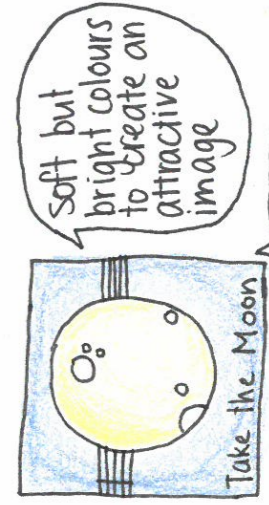


water colour pencil with fineliner on top

bigger type, more emphasis on the title



too much fixative spray hard to read white words on pale yellow



soft but bright colours to create an attractive image

San serif font, simple to read