

Title Design Review

Student Name:

Gabriella

Project Name:

Switch

Project Description:

Website to educate teenagers to young adults about the impact the use of plastic bags has on the ocean and marine life.

What
How
Why

Describe your target users:

Teenagers to young adults, specifically family oriented people so that they can influence their families and friends.

List 5 keywords from your artefact persona:		Name the top three things you want to communicate through your title (logo) treatment	
1.	Passionate	1.	Pollution in the ocean
2.	Loyal	2.	Effects on marine life
3.	Caring	3.	Alternatives to plastic bags

4.	Future Thinking
5.	Change

Title Design Evaluation

Project Name:

		Reviewer	1	2	3	4	5	6	7	8	9	10	Comments
AESTHETICS	Does the colour scheme of the title or logo work?	Ellie											The fact that its white means it can used in a number of colours and contexts
		Jeremiah											The blue scheme can resemble the ocean in a way. The white can define purity.
		Elijah											The simple use of two colours means that it can be changed so that it fits with what it is being presented on.
	Does the font work?	Ellie											Yes, its readable and bold
		Jeremiah											Yes, because the white is out stand the background colour.
		Elijah											Yes, the spacing between letters makes the word clear and readable
	Does the title have high visibility?	Ellie											From first glance it's obvious to me that it says switch
		Jeremiah											The word Switch is easily to be read although some might read from top letter to bottom then top to bottom.
		Elijah											Yes, although from a far the blue and white may mesh together
	Is the title distinctive, recognizable, attributable and memorable?	Ellie											Yes, by looking at the logo you get a sense that you need to make an action, this inspires the user to think further and creates intrigue making it memorable
		Jeremiah											50,50 because switch may refer to the gaming console, "Switch". With the blue colour it is attractive. It reminds me of Jaden Smith's "water" company
		Elijah											The simplicity of the logo can be hard to remember, additionally, the name can be confused with other products. However, once the name and website is established with a large audience, these problem can be overcome.
	Is the title scalable-readily identifiable even as a very small size?	Ellie											Yes, the bold typeface makes it easy to understand even when scaled down
		Jeremiah											The title can be easily identified with the circle and the switch of letter going the other way.
		Elijah											It depends the way that the logo was created and saved. If it was in a scalable friendly format it would be able to be scaled, but if not, the logo may have to be remade for the smaller sizes
B	What 1 word would you use to describe the personality of the design?	Ellie	Informative										As I mentioned before, the user gets a sense that they are about to learn about an action or change just by engaging with the logo
		Jeremiah	Encouraging										The big word switch really engages me into switching the things we do today.
		Elijah	Simplistic										The simplicity of the logo is made up by the one word and two colours that have been used.
	Does the title design reflect the project?	Ellie											Yes, see the next comment
		Jeremiah											Yes because of the blue but its not that clear.
		Elijah											The title does not directly reflect the project but it is interesting enough to grab attention and draw an audience
	Is the concept of the title easy to identify?	Ellie											You don't necessarily get the impression it's about water, but you do get a sense of interaction
		Jeremiah											The blue slightly showed off that its about water.
		Elijah											Just by looking at the logo, it can be hard to identify what the logo is representing, however, the colouring (if maintained) does reflect the concept the logo is trying to convey
	Is the title design timeless?	Ellie											Yes, it's not cliché or over done, I can imagine it lasting

		Jeremiah																You may need to change it within 50 or so years, like a suggestion; adding waves.
		Elijah																The design is timeless as there is no aspects that are specific to this time but it depends on the state of the world in the future ie. if the world does die in the next 50 years, this logo will become irrelevant.

