

SELF-PROMO LOGO

Tan Yi Yun
0345559
Foundation in Design

IDEATION

MINDMAP

INTERPRETATION



REPRESENTATIVE



PERSONALITY

Capricorn is born with a keen awareness of this earthly limitation and is thus determined to make things happen during its lifetime.

- Disciplined
- Ambitious
- Perfectionism

Be like a :



ready to seek & absorb new info

and



work hard & have willpower

STYLE

- ♥ Simple design
- ♥ Expressive ink art
- ♥ Silhouette / Negative space
- ♥ Cool colour palette
- ♥ Irregular shapes

PASSION

- ✓ Art
 - Draw, paint, sketch
 - Calligraphy
 - Craft
 - Music
 - ✓ Science
 - Biology (Anatomy)
 - Chemistry
- Mind-relaxing
Develop creative thinking
- Logical thinking
Problem solving



My desire :
Society will value art more, just like science.

ASPIRATION

- Animator / Illustrator



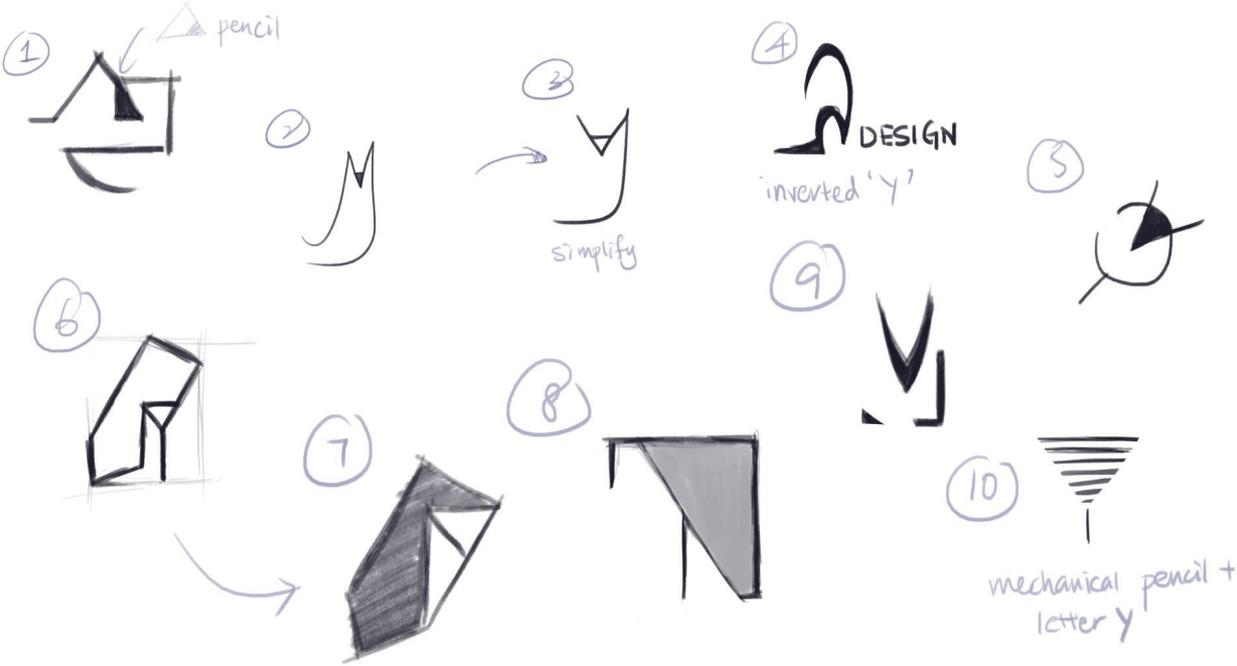
- To make a lasting impact in the art field



TAN YI YUN
03455519
MMD30205

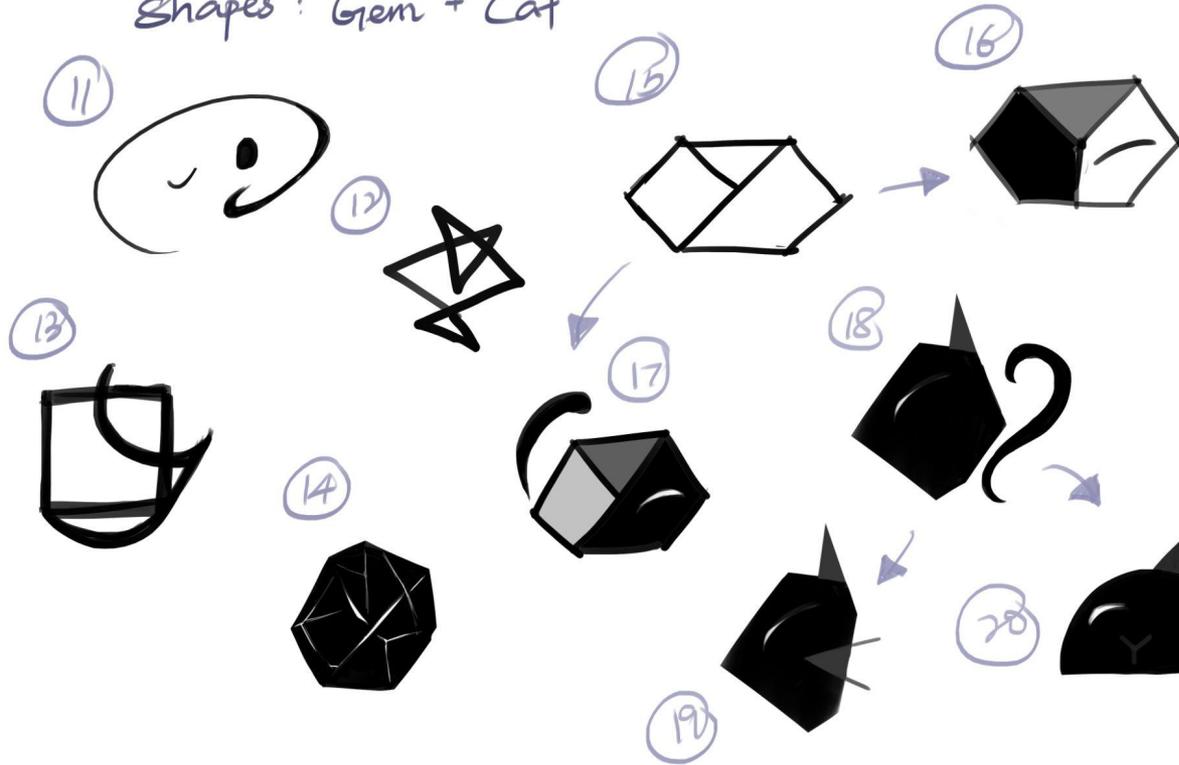
LOGO SKETCHES

Elements : Letter T/Y (Derived from my name)
Pencil → designer

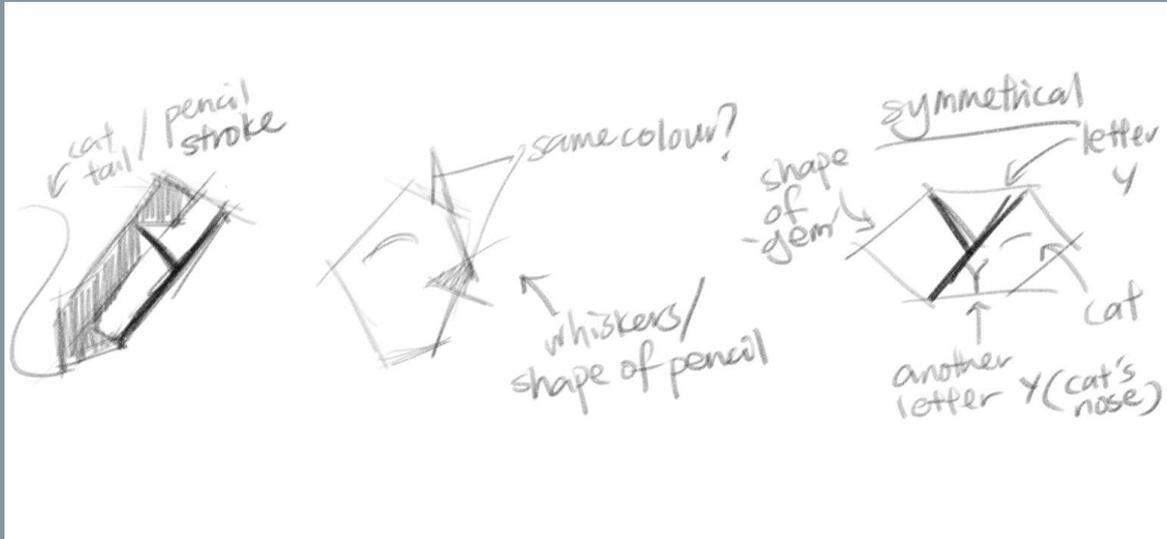


LOGO SKETCHES

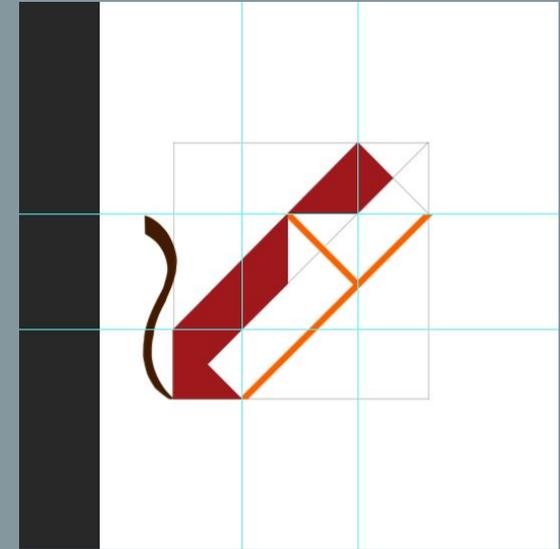
Shapes : Gem + Cat



LOGO : SEMI-COMPREHENSIVE

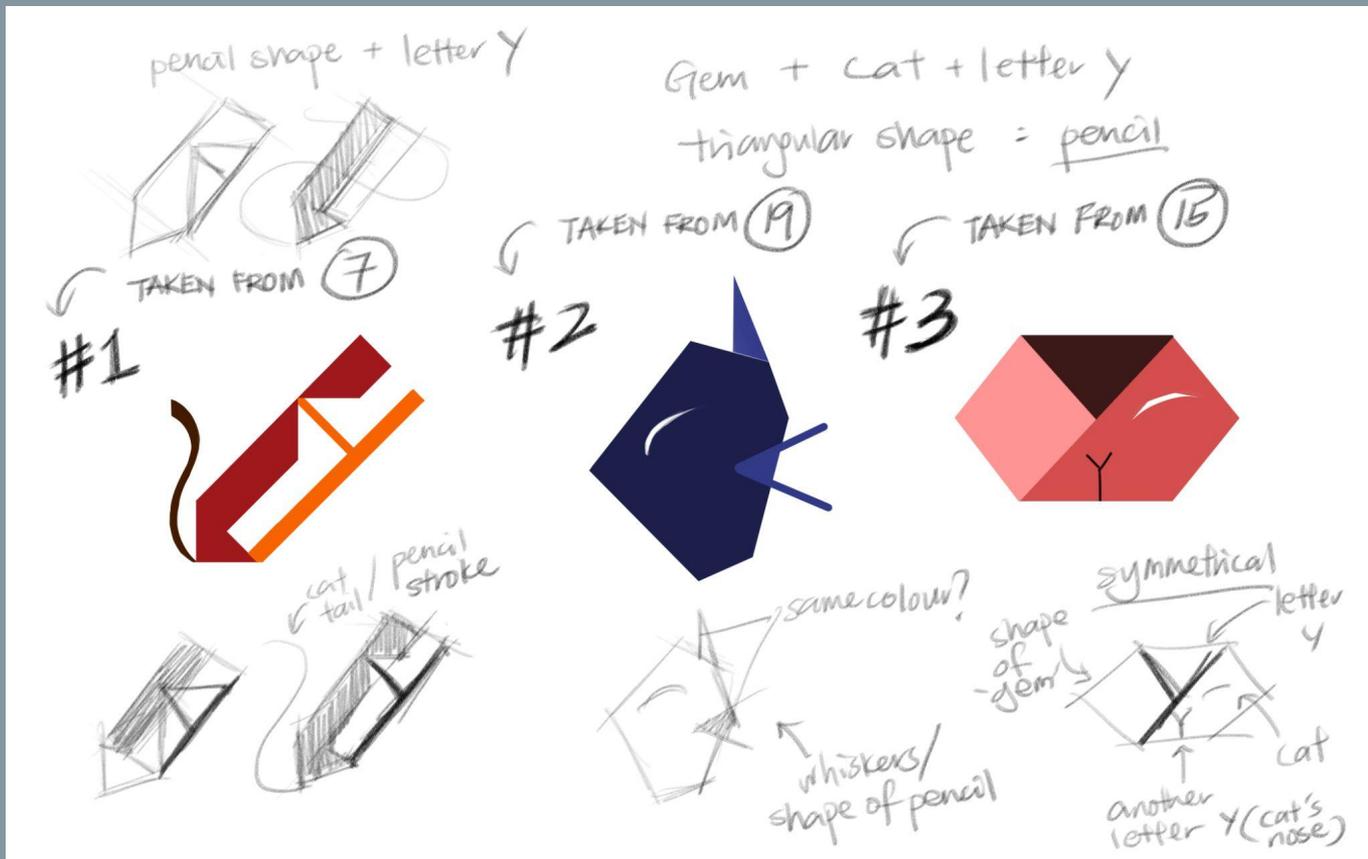


Thinking process to improve the chosen logos
(no.7 , no.15 , no.19)



Using ruler tool and shapes to
create the logo in Photoshop

LOGO : SEMI-COMPREHENSIVE



LOGO : SEMI-COMPREHENSIVE

#4



YYUN'S DESIGN

#5



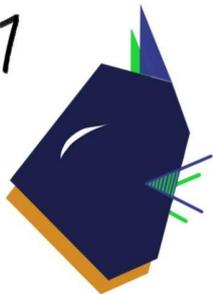
YYUN'S DESIGN

#6



YYUN'S DESIGN

#7



Yyun's Design

#8



Yyun's Design

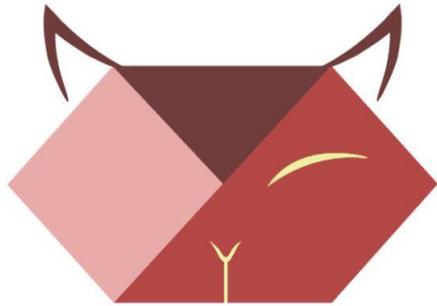
#9



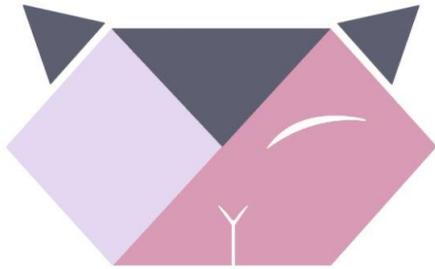
Yyun's Design

More variations with name

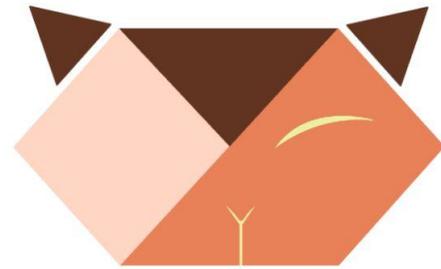
LOGO : SEMI-COMPREHENSIVE



YYUN DESIGN



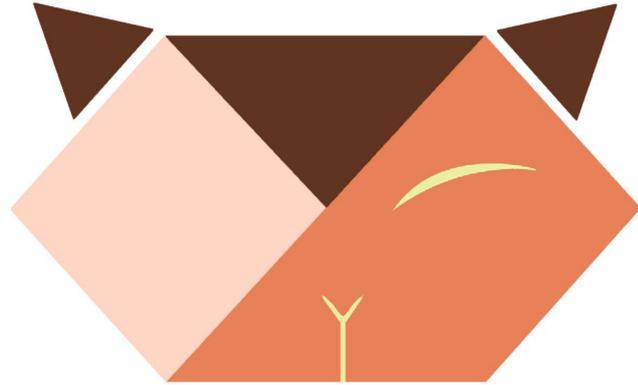
YYUN DESIGN



YYUN DESIGN

More typefaces of logo #4

FINAL CHOSEN LOGO



YYUN DESIGN