Logo station: A Personal logo design application on multi-touch tablet devices

Lan Shi

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A Thesis submitted to the Faculty of the College of Imaging Arts and Sciences in candidacy for the degree of Master of Fine Arts

Graphic Design, School of Design, CIAS
Rochester Institute of Technology

Lan Shi   Nov 26, 2012
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Abstract
Abstract

A Personal Logo Design Application
On Multi-touch Tablet Devices
Lan Shi

Keywords
Logo design, DIY, personalization, tablet, iPad, Application, Interactive, interface, user experience

Abstract
This decade has witnessed the rapid development of technology in the IT field. The importance of technology is undeniable. The increase of digital products in both quality and quantity is inevitable. As a result, numerous cutting-edge tablet applications have been developed.

New applications have brought unprecedented convenience to the users in their daily lives. However, there is a lack of well-developed applications on tablet devices to allow people to design personal logos. It is common knowledge that professional design software is not consumer friendly for the non-designer. And for the average user, the professional design software might be easy to use, but does not contain instruction and information relating to designing effective visual solutions.

Logo Station is a professional and easy-to-use application for people who lack design training. It teaches them the principles of good design with the help of gestures and multi-touch features. This allows the users to have control and understanding of everything they make. Overall, Logo Station unites design education and professional design software to bring good design to the masses.

Thesis Website
http://www.logostation.net
Introduction
Introduction

Technological advances and related products are flowing into the market every day. Due to batch production, products look exactly the same if they are the same model. People are overwhelmed by the very similar products.

For example, the total worldwide sales of Apple’s iPhone 4 are expected to exceed 50 million units in 2011[1], which means fifty million people are having the mobile phones with the exact the same appearance.

Yet, the majority of the users, especially those under thirty years of age, are using unique iPhone cases to present their personalities. It is undeniable to say that young people prefer to show their personalities through the appearances of their products, allowing for personalization in the age of mass production.

D.I.Y., which stands for “Do It Yourself”, is the best way for people to incorporate their personality into items they create. The trend of D.I.Y. plays an increasingly important role in young people’s lives. In the design field, many websites are providing customized service for users. For instance, a customer can upload his/her image or design work to the website called Zazzle.com and order the T-shirt or hat with the unique image on it. This kind of service has become very popular and highly accepted among young people.

Design software is increasingly become easier to use and better for designers to create innovative work. However, for non-designers, professional design software is not an option. On the one hand, they don’t have enough time and energy to learn the new series of software. On the other hand, professional design software is relatively unaffordable for the average non-designer.

Art and Design are different. Art is representative of a multitude of ideas based on passion, imagination and inspiration. Design exists to solve problems. Not everyone can be a designer, but design is accessible to everyone. Everyone is able to learn how to think like a designer because design is a way of thinking and creating. In general, people have a passion to design by their own desire to engage in making their own work and develop a better sense of design in the process.

Can an interactive application be developed to assist creative young people design logos and symbols, while learning basic design theories and principles in the process?

D.I.Y. stands for do-it-yourself, which refers to building, modifying, or repairing of something without the help of professionals[2]. Many people buy self-assembly items from a store, then build and assemble the furniture themselves by following the instruction guide; people change the oil for their cars by watching an instructional video online. However, people who are not able to use professional design software nor have knowledge of visual principles and theories of design can barely design an effective personal logo.

In this multicultural society, people, especially the younger generation, have never stopped seeking their identity. They try to express their personalities by wearing unique T-shirts, hats and shoes. If they have a personal logo to identify themselves, it becomes more unique. Admittedly, most of the people don’t know how to utilize professional software, which seems like the only approach to design digitally. Yet, even if some of them are able to handle the software without any design background, they cannot entirely express their ideas and design a satisfying and effective logo. It is undeniable that there are applications and software on the market that include the functions that help non-designers design their own logos. However, most of them are either too simple or just allow people to design the project using templates. In addition, nearly none of them is providing the educational function of visual principles for non-designers.

To solve these problems, the application should include specific features and functions. Initially, people can really customize their work instead of merely selecting pre-designed symbols. Secondly, users would be able to choose the appropriate design elements in terms of layout, typography, grid, shape, color, etc. step-by-step through the guide that is incorporated into the application. Thirdly and most importantly, by following the guide, non-designers are able to learn basic design theories that are utilized in the project, and can also complete relatively good design work through the process.

Review of Literature
Review of Literature

Introduction

My research focuses on how to build an application to help users design their personal logos. By using the application, users could not only DIY their own design work but also be able to start their project by following the guide that developed by a professional designer.

I’m going to start with the books that cover the DIY part and the graphic design principles that include color, layout, typeface and grid system. Moreover, I will find out some useful interactive design sources as well.

Sources

Design-it-Yourself Graphic Workshop
Chuck Green
Rockport Publishers (April 1, 2007)

It is a design education and instruction book especially for the people don’t have any design background. This book is written like a cookbook that helps people finish design projects step-by-step.

Logo design love : a guide to creating iconic brand identities
David Airey
Berkeley, CA : New Riders, c2010

Logo Design Love is the book not only contains all kinds of different successful marks and icons, but also emphasizes the importance of brand identity systems and lists different ways of designing iconic logos. Moreover, the author writes his experiences working with different clients, which is a valuable lesson for readers.
Don’t Make Me Think: A Common Sense Approach to Web Usability
Steve Krug
Indianapolis, Ind. : New Riders ; London : Pearson Education (distributor), 2005

Usability is a tough part of web design and interactive design. The book’s author, Steve Krug, who is the expert of usability, expresses his unique web design point of view in terms of the navigation design, layout and user experiences base on his years of work experience and understanding of user’s mind.

D.I.Y. Design It Yourself
Ellen Lupton
Princeton Architectural Press; 1 edition (January 19, 2006)

The students and faculty at Maryland Institute of College of Art created this book, which expresses a new idea of design for the public, wrote this book: D.I.Y. The book is a three dimensional guidebook of D.I.Y. design that includes the packaging, book, brand, card, clothing and web design.

The Web Designer’s Idea Book: The Ultimate Guide To Themes, Trends & Styles In Website Design
Patrick McNeil
October 6, 2008

The book talks about four primary parts, including website construction, information and content, page layout and website composition. In addition, the book offers a new way of thinking about web design.
The Big Book of Design Ideas 3  
David E. Carter  
Harper Design [September 2, 2008]

The book is a collection of all kinds of wonderful graphic design work including advertising, logos, menus, websites and other inspirations.

The Education of a Graphic Designer  
Steven Heller  
New York : Allworth Press, c2005

People are always concerned with ways to change standards that have existed for a long time. This book introduces a new way of thinking about graphic design education.

Kristof & Satran Interactivity by Design  
Ray Kristof and Amy Satran  
Pearson Education; 1 edition (July 21, 1995)

This book is an guide for interactive design related in terms of marketing, communications, and development of website.

Grid Systems: Principles of Organizing Type  
Kimberly Elam  
Princeton Architectural Press; 1 edition [August 12, 2004]

This is a grid system principle and foundation book that contains different kinds of grid systems and the implementation of the grids.
Layout Essentials: 100 Design Principles for Using Grids
Beth Tondreau
Rockport Publishers (June 1, 2011)

This is a book that highlights 100 design principles especially for using grids. In addition, the book outlines other basic rules in terms of choosing typefaces, kerning, legibility, etc.

Conclusions

After reviewing these resources, I have decided to focus on user experience, interface design and educational aspects of the application. In addition, I will think about how to address the basic design principles to this application as well.
Process
Existing Solutions

Existing DIY Websites

http://www.converse.com/#/landing/create/

http://www.smartdiy.com.cn/

Existing Logo DIY Websites

Most of the existing logo design websites are very similar in terms of the functionality. Users are only able to choose one symbol out of the pre-designed symbol sets and change the size or color of it.

http://www.logoyes.com/

http://www.logosnap.com/

http://www.logogarden.com/
Timeline
Flow Chart

Initial Flow Chart

Final Flow Chart
App Icon Design

Initial Icon Design

The initial idea was creating an avatar that represents the image of the app’s target audience.

Modified Icon Design

Simplified the color scheme and added the gradient background.

Final Icon Design

Removed the gray color of the avatar’s outline. Added a pencil logo on top of the avatar to represent the function of the app.
## Icon Design

### Concept

<table>
<thead>
<tr>
<th>Name</th>
<th>Icon</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select</td>
<td>tap</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size Change</td>
<td>pinch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duplicate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delete</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lock</td>
<td></td>
<td></td>
<td>Can not be moved or edited</td>
</tr>
<tr>
<td>Minus Front</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reflect</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Round Corners</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Initial Icon Design

Based on feedback, the look and feel of icons in yellow circles are inconsistent with others.

Rough Icon Design

Modified some existing icons and added a few new icons.
Final Icon Design

After taking a second look at the overall icons, I simplified and re-designed some icons.
Initial Interface Design

Sketches

Several different versions of wireframe designs that reflected the initial concepts of the app included Slide-in feature, Tips section idea and toolbar for logo editing.
Initial UI Design

These are the rough mock-ups that incorporate the icons I designed. Added drop-down menus. Implemented the layers feature. Changed the layout of the interface.
Final Interface Design

After collecting feedback from the evaluation survey and rethinking the usability of the app, many changes were made. First, I added a few buttons to turn on and off most of the panels in order to make the best use of the screen. Second, I changed the design of the Tips section and incorporated the slide-in feature. Third, I changed the styles and positions of several major buttons to improve the user experience.

Typography

The design of Logo Station utilizes the typeface named DinPro. DinPro is a Sans Serif typeface, which is easy to read on screens. Its new and modern style matches the design of the app. DinPro has 5 different weight options, which are able to provide variations and information hierarchies.

Logo Station
DINPro Light

Logo Station
DINPro Regular

Logo Station
DINPro Medium

Logo Station
DINPro Bold

Logo Station
DINPro Black
Splash Screen

Main Screen
Part 1: Elements
A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unexpected or unique without being overdrawn.

Memorable

Following closely behind the principle of simplicity is that of memorability. An effective logo design should be memorable and one is judged by being unique, yet appropriate.

Timeless

An effective logo should be timeless — that is, it will still stand the test of time. Will the logo still be effective in 10, 20, 50 years?

Versatile

An effective logo should be able to work across a variety of mediums and applications. The logo should work in vector as well as in raster format, to ensure that it can be used in any design. The logo should work just as well in color as in black and white.

Appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for a medical profession, the use of a cross may be appropriate.
[See Appendix II for details of typeface menu.]
Part 3: Grid
Grid System in Graphic Design

About.com Guide
http://graphicdesign.about.com/od/layout/a/grid_system.htm

Grid System in Design
How To Use Grids
Good Examples
Helpful Sources

Once the grid is established, it is up to the designer where and how to break out of it. This doesn’t mean that all elements in a graphic layout have to be laid out in an exact numerical pattern. A grid can provide a framework for randomness and unpredictability. Variations in grid alignment can be used to enhance different sections of an image and add visual interest. When designing a layout, think of the grid as a guide and not a hard-and-fast rule to follow. Experiment with the placement of elements on the page, breaking out of the grid to add to the overall design and visual interest.
Color Meanings

Color Psychology

Good Examples

Useful Sources

Phaedra
Honey Pot
Japanese lanterns
For Juliette

Yellow

positivity
sunshine
cowardice
yellow
Tips Section Design

The Tips Section (Educational Section) allows users to learn basic design theories while designing logos. The user can simply tap on the Tips button at the top and pull down the whole panel.

Tips Button

Slide In Feature
Flow Chart

Elements
- Principles
- Good Examples
- Case Studies
- Helpful Sources

Typeface
- Anatomy
- Serif & Sans Serif
- How To Choose A Font
- Helpful Sources

Grid
- Grid System in Design
- How To Use Grids
- Good Examples
- Helpful Sources

Color
- Color Meanings
- Color Psychology
- Good Examples
- Helpful Sources
Simple
A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unexpected or unique without being overdrawn.

Memorable
Following closely behind the principle of simplicity is that of memorability. An effective logo design should be timeless and stand the test of time. Will the logo still be effective in 10, 20, 50 years?

Timeless
An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

Versatile
An effective logo should be able to work across a variety of applications. For this reason it should be designed in a vector format, to ensure that it can be scaled in any size. This type of work is just as cost effective.

Appropriate
How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for a company, it should be placed in a prominent position.

Category 1: Principles
(Appendix III)

Infographic
See Appendix III for the Infographic.

What makes a good logo?
Jacob Cass

Category 2: Good Examples
(Appendix IV)

Initials
White Lace, Cebrace, WISP Agency, Sparks, Fidelity, Saniwares

Typography
Dash, Killed Productions, 365 Design, Bio, Vuzum, Fhoke

Crests
Griffen, RVLTN, New Record, Bella Sicilia, Wyldlyfe, 365 Design

Circular
Green & Sustainable IT, Crazy Mazy, Waterblossom, My Dry Eye, Query Click Hotspot
Category 3: Case Studies

**Art Gallery of Alberta**
Identity Design
Vision Creative,
Edmonton, Alberta, Canada

**Eat Innovations**
Identity Design
Ptarmak, Austin, Texas

**Pula**
Identity Design
Parabureau, Zagreb, Croatia

Category 3: Helpful Sources

**999 logo design elements**
Daniel Donnelly

**Symbol**
Angus Hyland

**Logolounge 6**
Catharine M Fishel

**Pictograms, Icons, and Signs**
Rayan Abdullah

**What makes a good logo?**
Jacob Cass

**How To Design A Logo**
Jacob Cass
http://justcreative.com/2008/01/08/how-to-design-a-logo/

**Animals**
Black Sparrow, Killed Productions, KPOXA, Smart Auction, Gatto
Picanto, Shark Play
Category 1: Anatomy
[Appendix V]

Typeface Anatomy Chart
See Appendix V for details.

A 20 Minute Intro to Typography Basics
Mark Bowley
http://psd.tutsplus.com/articles/techniques/a-20-minute-intro-to-typography-basics/

Category 2: Serif & Sans Serif

Serif
http://en.wikipedia.org/wiki/Typeface#Serif_typefaces

Sans Serif
http://en.wikipedia.org/wiki/Typeface#Sans_serif_typefaces
Category 3: How To Choose A Font

How To Choose The Right Font For Your Logo
10YETIS
http://www.10yetis.co.uk/newsletters/typography-logo-design.html

Category 3: Helpful Sources

Typographic Design: Form and Communication
Rob Carter

Thirteen Ways of Looking at a Typeface
Michael Bierut
http://observatory.designobserver.com/entry.html?entry=5497

Fonts Used In Logos of Popular Websites

Best 10 Commercial Serif Fonts
http://blog.companylogos.ws/commercial-serif-fonts/
UI Example of Grid Section

Category 1: Grid System in Design

**Grid System in Graphic Design**
Eric Miller
http://graphicdesign.about.com/od/layout/a/grid_system.htm

Category 2: How To Use Grids

**Using Guides, Grids & Pretty Circles In Logo Design**
Graham Smith

Category 3: Good Examples

**Good Examples**
Theodore Kontorigas, Swiss Wine, Naturkostwerkstatt, Instant Shift [See Appendix VI for images.]

Category 4: Helpful Sources

**Grid Systems: Principles of Organizing Type**
Kimberly Elam

**Golden Ratio In Logo Designs**
Saikat Banerjee
http://www.banskt.com/blog/golden-ratio-in-logo-designs/
Category 1: Color Meanings
[Appendix VII]

Category 2: Color Psychology

Category 3: Good Examples
(Appendix VIII)

Category 4: Helpful Sources

Infographics
See Appendix VII for the Infographics of Color Meanings.

Color Psychology in Logo Design
Erik Peterson
http://www.logocritiques.com/resources/color_psychology_in_logo_design/

Good Examples
Coca Cola, Nickelodeon, McDonald’s, Animal Planet, IBM, Hallmark, UPS, 007, Swarovski, Apple (See Appendix VIII for images.)

How To Use Color In Logo Design To Effectively Communicate The Right Message
http://logodesignerblog.com/how-to-use-colour-in-logo-design/
Videos

Promotional Video

Five logo design-related short videos are attempting to catch the target audiences' eye in creative ways.

Address:
http://vimeo.com/32241992

Visualization Video

The video visualizes the functionality of Logo Station by showing an example of making a personal logo. The moving green circle is the trail of finger gestures. The changes of its size show the interactivity. In addition, the video walks the users through the flow of making a logo and introduces the usage of the Tips section.

Address:
http://vimeo.com/42146275
Website Design

The Website design implemented the latest CSS3 coding and jQuery Gallery. The look and feel of the website matches the style of the app. It includes 5 categories: Homepage, Introduction, Interface, Icons and Educational. The combination of videos, pictures and articles showcases the design and features of the Logo Station app.

Address: http://www.logostation.net

Coding: See Appendix IX for the examples of HTML and CSS codes.
logo station

A personal logo design application on multi touch tablet.

Logo Station is an application designed for the users who want to design their personal logos but does not have the professional design software. Instead of relying on traditional and the uncontrolled methods, users can easily engage in design work by using this application. Aside from the design part, Logo Station is featuring an educational section. This will help users with their design in terms of choosing logo elements, color, geometry, layout, grid and so on.
Drag down the TIPS button, the educational part will slide in.
Summary
Evaluation Survey

### Address

**Logo Station Evaluation Survey:**
http:// surveymonkey.com/s/MRNYCZK

### Participants

Age Group: 16 to 26  
Total Started Survey: 27  
Total Finished Survey: 19  (70%)

### Questions & Responses

1. **Is the Logo Station easy to navigate and understand?**  
   Yes [84.2%] No [15.8%]

2. **Is the typeface used within the application readable?**  
   Yes [100%] No [0%]

3. **Do the icons clearly communicate their meanings?**  
   Yes [78.9%] No [21.1%]

4. **Are there any confusing elements in Logo Station?**  
   Yes [72.6%] No [27.4%]

5. **Are all educational sections clear and easy to understand?**  
   Yes [94.4%] No [5.6%]

6. **Will you use this application if you are a non-designer?**  
   Yes [78.9%] No [21.1%]

7. **Is there anything missing from the application that would enhance the user experience?**  
   No [63.8%] Yes [36.2%]

8. **Overall, how satisfied were you with the Logo Station as a logo design application for the iPad?**  
   Very Satisfied [36.8%] Satisfied [42.1%] Neutral [10.5%]  
   Dissatisfied [5.3%] Very Dissatisfied [5.3%]
Conclusion
Conclusion

I have appreciated every wonderful piece of design work since I was a kid. Also, as a designer, I enjoy designing logos and share them with my friends. However, a lot of people are willing to design logos, badges or icons for personal use but unable to do so. There are two specific reasons that are related to this fact. First, some of them have creative ideas but don’t have enough design background. Second, they are not capable of using professional design software such as Adobe Illustrator or Photoshop. In order to break this barrier, I have designed a prototype of an iPad application called Logo Station for users who will design good-looking logos by themselves.

To accomplish this goal, I have done much research in terms of reviewing design books and reading interaction design articles online. I focused on both the content of the application and the interface design. I understood the importance of user experience and put a high value on it. I had a diverse group of people to help me test the prototype. After collecting feedback, I started to rethink the new possibilities of the app. I modified the design of the application and improved the functionality and usability.

With Logo Station, people can now design and develop logos for any kind of uses by simply tapping on the screen. The tips section in Logo Station allows users to learn basic design theories while working on logo designs. As tablet devices are getting more and more popular, Logo Station will be the best logo-design application for non-designers.
Appendix
Appendix I

Thesis Proposal
logo station
A Personal Logo Design Application
On Multi Touch Tablet Devices

Lan Shi
Thesis Proposal for the
Master of Fine Arts Degree
Rochester Institute of Technology
CIAS, School of Design
Graphic Design
Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Graduate Graphic Design

Title
Logo Station: A Personal Logo Design Application on Multi Touch Tablet Devices

Submitted by
Lan Shi

Date
November 8, 2011

Thesis Committee Approval

Chief Adviser
Professor Nancy Ciolek
Graphic Design

Associate Adviser
Professor Lorrie Frear
Graphic Design

Associate Adviser
Professor Shaun Foster
Computer Graphic Design

School of Design Administrative Chair Approval

Administrative Chair
Professor Patti Lachance
School of Design
Situation Analysis

Technological advances and related products are flowing into the market every day. Due to batch production, products look exactly the same if they have the same model. People are overwhelmed by the identical products. For example, Apple Inc. estimates the user volume of iPhone 4 will exceed thirty million by the end of 2011, which means thirty million people are having the mobile phones with the exact the same appearance. Yet, the majority of the users, especially those under thirty years of age, are using unique iPhone cases to present their personalities. It is undeniable to say that young people prefer to show their personalities through the appearances of their products, allowing for personalization in the age of mass production.

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Design software is increasingly become easier to use and better for designers to create innovative work. However, for non-designers, most of them are not proficient with the professional design software programs. On the one hand, they don’t have enough time and energy to learn the new series of software. On the other hand, professional design software is relatively unaffordable for the average non-designer.

Art and design are different. Art is representative of a multitude of ideas based on passion, imagination and inspiration. Design is more functional and able to solve problems. Not everyone can be a designer, but design is accessible to everyone. Everyone is able to learn how to think like a designer because design is a way of thinking and creating. All in all, people have a passion to design by their own desire to engage in making their own work and develop a better sense of design in the process.
Problem Statement

Can an interactive application be developed to assist creative young people design logos and symbols, while learning basic design theories and principles in the process?

D.I.Y. stands for do-it-yourself, which refers to building, modifying, or repairing of something without the help of professionals. Many people buy self-assembly items from a store, then build and assemble the furniture themselves by following the instruction guide; people change the oil for their cars by watching an instructional video online. However, people who are not able to use professional design software nor have knowledge of visual principles and theories of design, can barely design an effective personal logo.

In this multicultural society, people especially the younger generation have never stopped seeking their identity. They try to express their personalities by wearing unique T-shirts, hats and shoes. If they have a personal logo to identify themselves, it becomes more unique. Admittedly, most of the people don’t know how to utilize the professional software, which seems like the only approach to design digitally. Yet, even if some of them are able to handle the software, without any design background, they cannot entirely express their ideas and design a satisfying and effective logo. It is undeniable that there are applications and software on the market that includes the functions that help non-designers design their own logo. However, most of them are either too simple or just allow people to design the project using templates. In addition, nearly none of them is providing the educational function of visual principles for non-designers.

To solve these problems, the application should include the following features. Initially, people can really customize their work instead of merely selecting predesigned symbols. Secondly, users would be able to choose the appropriate design elements in terms of layout, typography, grid, shape, color, etc. step-by-step through the guide that is incorporated into the application. Thirdly and most importantly, by following the guide, non-designers are able to learn basic design theories that are utilized in the project, and can also complete relatively good design work through the process.
Review of Literature

Introduction

My research focuses on how to build an application to help customers design their personal logos. By using the application, users can not only DIY their own design work but also be able to start their project by following the guide that was made by professional designers.

I'm going to start with the books that cover the DIY part and the graphic design principles that include color, layout, typeface, and grid system. Moreover, I will find out some useful interactive design sources as well.

Sources

Design-it-Yourself Graphic Workshop
Chuck Green
Rockport Publishers (April 1, 2007)

It is a design education and instruction book especially for the people who don't have any design background. This book is written like a cookbook that helps people finish design projects step-by-step.

Logo design love: a guide to creating iconic brand identities
David Airey
Berkeley, CA : New Riders, c2010

Logo Design Love is the book not only contains all kinds of different successful marks and icons, but also emphasizes the importance of brand identity systems and lists different ways of designing iconic logos. Moreover, the author writes his experiences working with different clients, which is a valuable lesson for readers.
Usability is a tough part of web design and interactive design. The book’s author, Steve Krug, who is the expert of usability, expresses his unique web design point of view in terms of the navigation design, layout and user experiences base on his years of work experience and understanding of user’s mind.

The students and faculty at Maryland Institute of College of Art created this book, which expresses a new idea of design for the public, wrote this book: D.I.Y. The book is a three dimensional guidebook of D.I.Y. design that includes the packaging, book, brand, card, clothing and web design.

The whole books includes four primary parts that includes website construction, information and content, page layout and website composition. The book offers a new way of thinking in terms of the building and designing of web to the designers.
The Big Book of Design Ideas 3
David E. Carter
Harper Design [September 2, 2008]

The book is a collection of all kinds of wonderful graphic design work including advertising, logos, menus, websites and other inspirations.

The Education of a Graphic Designer
Steven Heller
New York : Allworth Press, c2005

People always concern about how to change the standards that already existed for a long time. This book points out a new way of graphic design education.

Kristof & Satran Interactivity by Design
Ray Kristof and Amy Satran
Pearson Education; 1 edition (July 21, 1995)

This book is an guide for interactive design related in terms of marketing, communications, and development of website.

Grid Systems: Principles of Organizing Type
Kimberly Elam
Princeton Architectural Press; 1 edition [August 12, 2004]

This is a grid system principle and foundation book that contains different kinds of grid system and the implementations of the grids.
This is a book that collects 100 design principles especially for using grid. In addition, the book outlines the other basic rules in terms of choosing typefaces, kerning, legibility, etc.

Conclusions

After brief reviewing resources, I’m going to focus on user experience, interface design and educational part of the application. In addition, I will think about how to address the basic design principles to this application as well.
Methodological Design

For my project, I’m going to develop an iPad application, especially for non-designers to provide them with guidelines and instruction to produce their personal logos.

Target Audience

This is an application for designing personal logos, so the target audience would be young people who are interested in design, but do not have any formal training and like to create their own work. I will focus on the people between age of 16 to 26.

Sections

Logo Design Section
I will research the best way to design a logo using an iPad application. Users can really engage in design work and get what they want by using the application instead of purely choosing the predesigned symbols.

Educational Section
The application will feature an educational section for users. This will enable them to get explanations of design principles when they are selecting design elements in terms of logo components: color, typeface, layout, image, grid and layout.

Publishing and Rating Section
After completing their design, users are able to choose whether to publish their work on the platform provided by the application or use the exhibition platform. This way they can not only comment and rate other people’s work, but also get inspiration from others’ work.
Implementation Strategies

This project requires background knowledge and understanding of graphic design theories and in-depth understanding of interactive design in terms of user interface and user experience design.

As a design student, I’m not only focusing on my major field – graphic design that includes brand identity, logo design, print, etc, but also interested in interactive design, especially web design and application design for multi-touch devices.

In summary, all my background knowledge, passions, and technical foundations are useful for me to deal with this challenging project.
Dissemination

I will distribute my findings for future audience interaction by posting it on my blog, vincentthesis.wordpress.com. Also, printed copies will be left with the RIT Archives and the Graduate Graphic Design program as well as submit electronic copies to the RIT Archives and ProQuest/UMI.

I will possibly submit my finished project and research findings to communication and design journals that may be interested in my project.

Design magazines and/or competitions that I may potentially contact or inform of my thesis research and project:

Print
How
Communication Arts
Design Ideation

Existing DIY Websites

[Images of DIY websites and design tools]

NIKEiD

smartDIY
Existing Logo DIY Websites
Evaluation Plan

In order to optimize the personal logo design application on iPad, I came up with two strategies for the evaluation:

Survey

Participants will be non-designers. They need to fill out a form with questions in terms of what they really need to design in daily life and what would be the best way for them to design by themselves without knowledge or access to high-end design software on a computer.

Usability Testing

Participants will test the features and identify the most useful sections of the application, more importantly, they will assess what they dislike or felt inconvenient or confusing about the application to make adjustments and improvements.
Pragmatic Considerations

Budget

$500  iPad

$150  Thesis Show: Promotional posters, business cards
$100  Publishing: Proposal Prints, Final bound copies

----------
$750  Total
Timeline

Fall Quarter
- Thesis Final Defense
- Thesis Development
- Literature Review
- Survey

Winter Quarter
- Thesis Proposal
- Committee Meeting
- Usability Test
- Implementation

Spring Quarter
- Thesis Show
- Publish Report
- Thesis Final Defense
- Committee Meeting

2011
- September: 21-09, 21-04
- October: 31-10, 21-11, 21-12
- November: 01-11, 21-12
- December: 02-12, 21-01

2012
- January: 02-01, 02-02, 21-03
- February: 03-02, 03-03, 21-04
- March: 04-03, 04-04, 21-05
- April: 05-04, 05-05, 21-06
- May: 06-05, 06-06

Timeline
Bibliography

DIY Websites

Puma
http://createyoustyle.puma.com.cn/

Zazzle
http://www.zazzle.com/

Nike ID
http://nikeid.nike.com/nikeid/

Lego

Custom Ink
http://customink.com

Logo Yes
http://logoyes.com/

Logo Snap
http://www.logosnap.com/
Inspiration

Examples of standard sign shapes:
http://www.rcajax.com/SignShapes.html

Logo Warehouse, Crowdsourcing, and a lack of understanding:
http://www.aiga.org/logo-warehouses-crowdsourcing-lack-of-understanding/

Killer Tips for iPhone and iPad Icon Design
Jen Gordon | Dec 16th 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/killer-tips-for-iphone-and-ipad-icon-design/

iPad Magazine Interface Design
Brad Colbow | Jul 21st 2010
http://mobile.tutsplus.com/articles/theory/ipad-magazine/

Top 5 Tips for Designing iPad Apps
Jen Gordon | Feb 10th 2011
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/5-tips-for-ipad-design/

iPhone and iPad Design Templates and How to Use Them
Jen Gordon | Nov 2nd 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/iphone-design-templates/

Creative Sessions: Interface Design Launch
Sean Hodge | Jul 12th 2010
http://mobile.tutsplus.com/articles/news/creative-sessions-interface-design-launch/

How to Design for the Different Types of iPhone Apps
Jen Gordon | Nov 18th 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/design-iphone-app-types/

iPad Application Design
Matt Legend Gemmell | Mar 5th 2010
http://mattgemmell.com/2010/03/05/ipad-application-design/
Appendix II

Details of Typeface Menu
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**LogoStation**
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</table>
Appendix III

Infographic of Logo Design Principles
LOGO DESIGN

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate
Appendix IV

Good Examples of Logo Design
Appendix V

Typeface Anatomy Chart
Appendix VI

Good Examples of Logos Using Grid System
Appendix VII

Infographics of Color Meanings
Appendix VIII

Good Examples of Logos in Different Colors
Appendix IX

Coding Examples of Web Design
```javascript
function() {
    $(this).removeClass("active");
});

$("#formLeft input").blur(function() {
    $("#formLeft .input-bg").removeClass("active");
});

$("#formRight .message-bg").hover(function() { $(this).addClass("active");
    }, function() { $(this).removeClass("active");
});

$("#formRight textarea").focus(function() { $(this).parent().addClass("active");
});

$("#formRight textarea").blur(function() {$("#formRight .message-bg").removeClass("active");
});

</script>

<script type="text/javascript" src="css/jquery.validate.js"></script>

<script type="text/javascript">
$(document).ready(function(){
    ...
    $("#commentForm").validate();
});
</script>

<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push([_setAccount, 'UA-31009162-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://' : 'http://www') + '.google-analytics.com ga.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
  })();
</script>

<script type="text/javascript">
</script>
```
var _gaq = _gaq || [];
_gaq.push(["_setAccount", 'UA-31011654-1']);
_gaq.push(["_setDomainName", 'vincentshi.com']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type =
  'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://'
  + 'ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(ga, s);
})();

</script>

</head>

<body>

<div id="headergroup">
  <div id="header">
    <div id="logo"><a href="index.html" target="_self"><img src="images/logo.png" /></a></div>
    <div id="headerlogo"><a href="index.html" target="_self"><img src="images/headerlogo.png" /></a></div>
    <nav><ul>
      <li><a href="introduction.html">Introduction</a></li>
      <li><a href="interface.html">Interface</a></li>
      <li><a href="icons.html">Icons</a></li>
      <li><a href="educational.html">Educational</a></li>
    </ul></nav>
  </div>
</div>
Logo Station is an application designed for the users who want to design their personal logo but do not familiar with the professional design softwares. Instead of purely choosing or buying the predesigned symbols, users can really engage in design work by using the application. Aside from the design part, Logo Station is featuring an educational section. This will help them with their design in terms of concept, logo elements, color, typeface, layout, grid and so on.
<input type="image" src="images/submit.jpg" name="submit" value="Submit" class="submit-button" />
</div>
<div class="clear"></div></fieldset>
<form></form></div></div>
<div class="footerline clear"><img src="images/line.png" /></div>
<div id="copyright">
<p>Copyright © 2012 <a href="http://www.vincentshi.com" target="_blank">Vincent Shiv</a></p></div>
<iframe scrolling="no" class="like" style="overflow:hidden;margin:-3px 0 0 20px;scrolling:no;" src="like.html"></iframe>
<div id="footernav">
<ul>
<li><a href="survey.html" target="_blank">Survey</a></li>
<li><a href="index.html">Home</a></li>
<li><a href="introduction.html">Introduction</a></li>
<li><a href="interface.html">Interface</a></li>
<li><a href="icons.html">Icons</a></li>
<li><a href="educational.html">Educational</a></li>
</ul>
</div>
</div>
</body>
<html>
CSS Examples

@charset "UTF-8"; /* CSS Document */
{
    margin: 0;
    padding: 0;
}

::selection {
    background: #6FF;
    color: #FFFFFF;
}

::-moz-selection {
    background: rgba(171, 215, 161, 0.9);
    color: #FFFFFF;
}

::-webkit-selection {
    background: rgba(171, 215, 161, 0.9);
    color: #FFFFFF;
}

body{
    background: url(../images/bg.jpg);
    font-family: 'DIN-Light', Sans-Serif;
}

#description{
    height: 200px;
    width: 940px;
    padding: 180px 0 10px;
    margin-bottom: -50px;
    background: url(../images/description.png) no-repeat;
}

#description p{


} #logo a:hover{
    opacity:0.8
}

#headerlogo{padding-top:2px;
    padding-left:290px;
    float:left;
}

#headerlogo a:hover{
    opacity:0.8;
}

} #header p{color:#FAFAFA;
}

nav{float:right;
    padding-top:15px;
}

} nav ul li{
    display:inline;
}

nav ul li a,
nav ul li a:visited{
    color:#E1E1E1;
    display:block;
    float:left;
    font-size:0.9em;
    /*font-weight:bold;*/
    padding-left:20px;
    text-shadow:0 2px 2px black;text-decoration:none;
```css
nav ul li a:hover{
  color:rgba(171,215,161,0.9)
}

nav ul li a span{
  color:rgba(171,215,161,0.9)}

/*nav ul li a:active{font-weight:bold;
  color:#FFF;*/

}*/

#hpvideo{
  position:absolute;
  left: 239px;
  top: 113px;
  width: 490px;
  height: 368px;
}

#introvideo{
  position:absolute;
  left: 57px;
  top: 52px;
  width: 395px;
  height: 259px;
}

#hptop{
  position:relative;
  padding-top:25px
}
```
#footergroup{background:url(../images/headerbg.jpg);
margin-top:20px;
display:block;
height:600px;
width:100%;
clear:both;

-moz-box-shadow:0 -1px 2px #333333;
-webkit-box-shadow:0 -1px 2px #333333;
box-shadow:0 -1px 2px #333333;
}

#footer{width:960px;
margin:0 auto;
padding-top:15px;

}

#footer p{color:#FAFAFA;
}

#footernav{float:right;

}

#footernav a span{padding-right:73px;
color:rgba(171,215,161,0.9);
font-family: 'DIN-Bold',Sans-serif
}

#footernav ul li{
   display:inline;
}

#footernav ul li a,
#footernav ul li a:visited{
color:#999;
}
display:block;
float:left;
font-size:0.9em;
/*font-weight:bold;*/
padding-left:20px;
/*text-shadow:0 1px 1px white;*/text-decoration:none;

}

#clear{clear:both}
#footernav ul li a:hover{color:#818181;
    /*opacity:0.5;*/
}

.like{float:left;
    margin-top:0px; border:0; overflow: hidden;
    width:150px;
    height:55px;
    scrolling:no;
    frameborder:0;
}

#copyright p{color:#999;}
#copyright{color:#999;
    display:block;
    float:left;
    font-size:0.9em;
    padding:2px 0 0 15px;
}

#copyright a{color:#999;
    text-decoration:none;
    font-size:1em;
}
#tacontent{margin-top:80px;
width:550px;
float:right}

#tacontent p{
padding-bottom:1em;
font-family:'DIN-Light',Sans-Serif;
  font-size:1em;color:white;
  text-shadow:0 -2px 1px black;}

#interfacegallery{
  margin-top:50px}

/* Easy Slider */

#slider ul, #slider li,
#slider2 ul, #slider2 li{
  margin:0;
  padding:0;
  list-style:none;
}
#slider2{margin-top:1em;}
#slider li, #slider2 li{
  /*
   define width and height of list item [slide]
   entire slider area will adjust according to
   the parameters provided here
  */
  width:960px;
  height:530px;
  overflow:hidden;
}
#prevBtn, #nextBtn,
#slider1next, #slider1prev{
  display:block;
/* numeric controls */

ol#controls{
    margin:0.7em 0;
    padding:0 0 0 145px;
    height:20px;
}

ol#controls li{
    margin:0 10px 0 0;
    padding:0;
    float:left;
    list-style:none;
    height:20px;
    line-height:20px;
}

ol#controls li a{
    float:left;
height:20px;
line-height:20px;
/*border:1px solid #ccc;*/
background:#000;
color:#828282;
padding:1px 10px;
text-decoration:none;
}

ol#controls li.current a{
    background:white;
    color:#000;
}

ol#controls li a:focus, #prevBtn a:focus, #nextBtn a:focus{outline:none;}

DIY Websites

**Puma**
http://createyourstyle.puma.com.cn/

**Zazzle**
http://www.zazzle.com/

**Nike ID**
http://nikeid.nike.com/nikeid/

**Lego**

**Custom Ink**
http://customink.com

**Logo Yes**
http://logoyes.com/

**Logo Snap**
http://www.logosnap.com/

**Logo Garden**
http://www.logogarden.com/
Inspiration

Examples of standard sign shapes:
http://www.rcajax.com/SignShapes.html

Logo Warehouse, Crowdsourcing, and a lack of understanding:
http://www.aiga.org/logo-warehouses-crowdsourcing-lack-of-understanding/

Killer Tips for iPhone and iPad Icon Design
Jen Gordon | Dec 16th 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/killer-tips-for-iphone-and-ipad-icon-design/

iPad Magazine Interface Design
Brad Colbow | Jul 21st 2010
http://mobile.tutsplus.com/articles/theory/ipad-magazine/

Top 5 Tips for Designing iPad Apps
Jen Gordon | Feb 10th 2011
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/5-tips-for-ipad-design/

iPhone and iPad Design Templates and How to Use Them
Jen Gordon | Nov 2nd 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/iphone-design-templates/

Creative Sessions: Interface Design Launch
Sean Hodge | Jul 12th 2010
http://mobile.tutsplus.com/articles/news/creative-sessions-interface-design-launch/

How to Design for the Different Types of iPhone Apps
Jen Gordon | Nov 18th 2010
http://mobile.tutsplus.com/tutorials/mobile-design-tutorials/design-iphone-app-types/
iPad Application Design
Matt Legend Gemmell | Mar 5th 2010
http://mattgemmell.com/2010/03/05/ipad-application-design/

Gestureworks
http://gestureworks.com/

AIGI
http://aigi.org/

70 Beautiful Animal Logo Designs
http://inspirationfeed.com/inspiration/70-beautiful-animal-logo-designs/

40 Sexy And Creative Typographic Logo Designs

Fonts Used In Logos of Popular Websites

Best 10 Commercial Serif Fonts
http://blog.companylogos.ws/commercial-serif-fonts/

34 DIY Headboard Ideas
http://www.homedit.com/34-diy-headboard-ideas/

Apple’s iPhone 4 Continues To Be Successful, Despite ‘Stronger’ Rivals
<table>
<thead>
<tr>
<th>Educational Section</th>
<th>What makes a good logo?</th>
</tr>
</thead>
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<tr>
<td></td>
<td>Jacob Cass</td>
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<tr>
<td>999 logo design elements</td>
<td>Daniel Donnelly</td>
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<tr>
<td>Symbol</td>
<td>Angus Hyland</td>
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<tr>
<td>Logolounge 6</td>
<td>Catharine M Fishel</td>
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<tr>
<td>Pictograms, Icons, and Signs</td>
<td>Rayan Abdullah</td>
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<tr>
<td>How To Design A Logo</td>
<td>Jacob Cass</td>
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<td></td>
<td><a href="http://justcreative.com/2008/01/08/how-to-design-a-logo/">http://justcreative.com/2008/01/08/how-to-design-a-logo/</a></td>
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<tr>
<td>How To Choose The Right Font For Your Logo</td>
<td>10YETIS</td>
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<td><a href="http://www.10yetis.co.uk/newsletters/typography-logo-design.html">http://www.10yetis.co.uk/newsletters/typography-logo-design.html</a></td>
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<tr>
<td>Typographic Design: Form and Communication</td>
<td>Rob Carter</td>
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<tr>
<td>Thirteen Ways of Looking at a Typeface</td>
<td>Michael Bierut</td>
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<td></td>
<td><a href="http://observatory.designobserver.com/entry.html?entry=5497">http://observatory.designobserver.com/entry.html?entry=5497</a></td>
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</table>
Grid System in Graphic Design
Eric Miller
http://graphicdesign.about.com/od/layout/a/grid_system.htm

Using Guides, Grids & Pretty Circles In Logo Design
Graham Smith

Golden Ratio In Logo Designs
Saikat Banerjee
http://www.banskt.com/blog/golden-ratio-in-logo-designs/

Color Psychology in Logo Design
Erik Peterson
http://www.logocritiques.com/resources/color_psychology_in_logo_design/

How To Use Color In Logo Design To Effectively Communicate The Right Message
http://logodesignerblog.com/how-to-use-colour-in-logo-design/