

Maxwell



How I made my logo

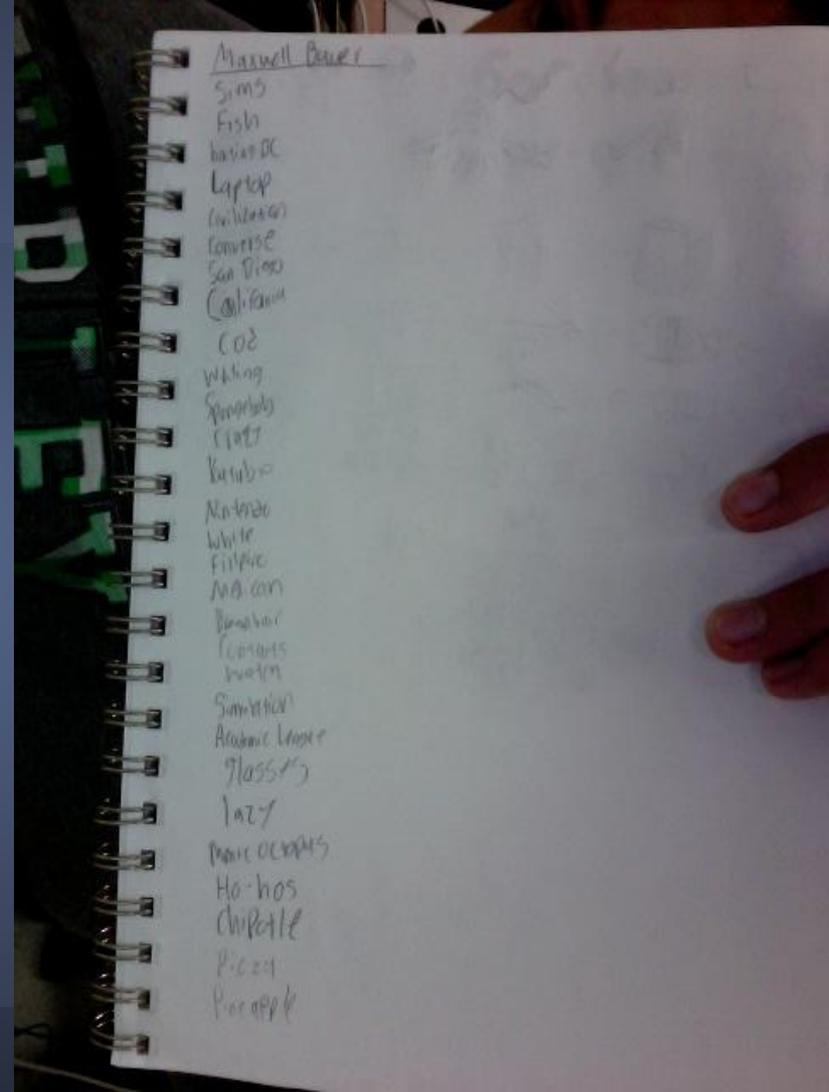
Maxwell Bauer, P.5

Who am I?

My name is Maxwell Robert Bauer. My first name means “great” in Scottish. I got this name because of my weight as a baby. My middle name means “famed” in Scottish. My middle name was an English version of my Grandpa’s name, Norberto. And my last name means “peasant” in German. From what I have heard, my great grandparents moved here from Hungary, a country neighboring Germany.

My Words List

These were the list of words I used to describe myself. They ranged from the foods I like and the games I play to how I look and what my own background is.



Words (and Phrases) listed

Sims, Fish, hating DC (Disney Channel), laptop, Civilization, Converse, San Diego, California, cod, writing, Spongebob, crazy, Youtube, Nintendo, white, Filipino, Mexican, brown hair, contacts, watch, simulation, Academic League, glasses, lazy, mimic octopus, Ho-hos, Chipotle, pizza, and pineapple.

Step 2: Sketches

The next step is to use the words in step 1 to create sketches. Create as many sketches of the material as you can. This means to work with various sets of words, creating several designs for each one. The goal is to look outside the box when it comes to working with these words.

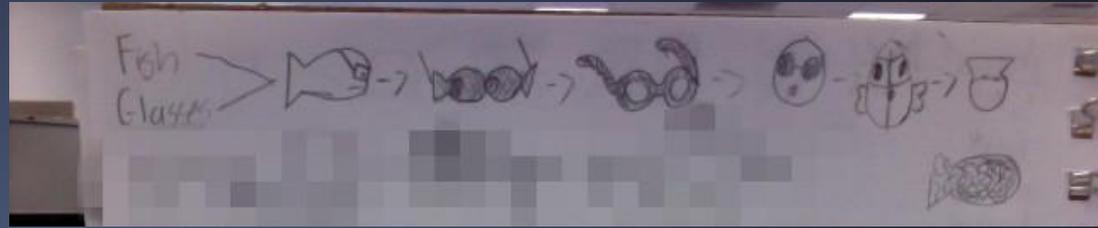
Step 2 Example

I used the words in my previous list and made several sketches



about them. I tried to look at the words from as many different point of views as possible, trying to see how I can represent some words and how I could think outside the box with them.

Fish + Glasses



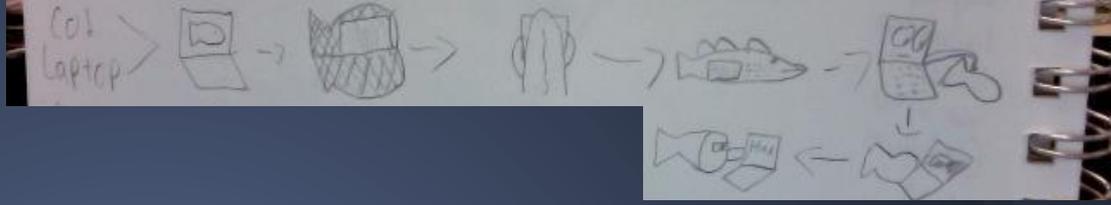
At first, I did the basic ideas: A fish wearing glasses, glasses shaped like fish, glasses with fish-skin, and front pictures of a fish. These were easy to think of, as they were the first to come to mind. But after overhearing a conversation about thinking outside the box, I thought up two more: a fish shot glass and a fish made of stained glass.

Octopus + hair + lazy



For these pictures, the first thing I drew was an octopus with hair. Then I tried to capture the essence of being lazy. In the second picture, an octopus is laying on a couch. The last picture removed the couch and placed a fish and another object on two tentacles.

Cod + Laptop



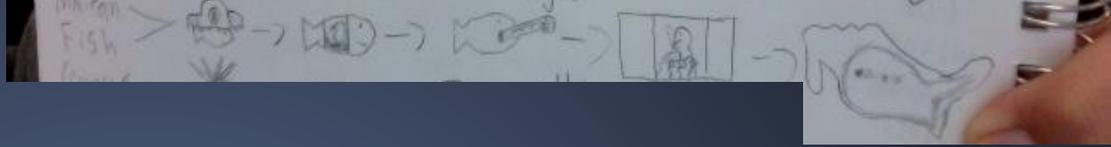
Again, I used the first things that came to my mind: a fish on a laptop screen, a laptop shaped like a fish, and a cod on the computer. For the later pictures, I tried changing it up, having a laptop shaped more like a cod, a computer with a fish for a mouse, a cod playing CoD, and a fish hacking into a laptop.

Pizza + fish

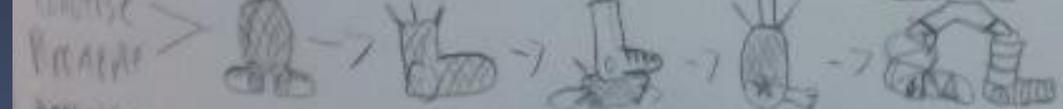


For these pictures, I did not really think much about them. The first picture is a pizza with fish on it. The second was a fish with a pizza on him. For the last picture, I chose an anchovy, because an anchovy is a fish commonly put on pizza.

Mexican + Fish



For this picture, I tried using items that represent Mexico on fish. My first picture was a fish wearing a sombrero. The second one had a flag on the side of a fish. The third picture had a fish eating a churro. The fourth picture was a flag with a fish replacing the eagle. And lastly, I drew Mexico, with a fish inside it. The capital of Durango was the eye of the fish.



Converse + Pineapple

For this picture, I tried using as many combinations of each word. My first sketch was a pineapple wearing converse. In the second one, the Converse had skin like a pineapple. In the third one, a Converse smashed a pineapple. For the fourth one, somebody is wearing the pineapple like a shoe. And for the last one, the Converse are made of pineapple circles and pineapple wedges.

Final sketch result



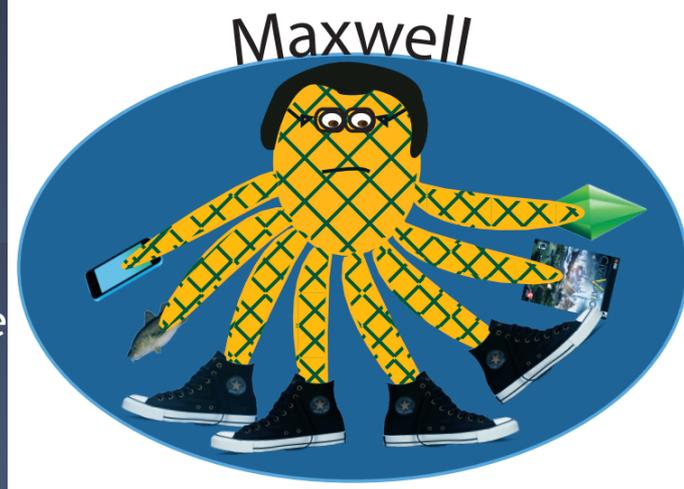
For my final design, I took several of my sketches and merged them into one. These were the Fish+Octopus+Lazy (Even though lazy would not be used), Fish+Glasses, as well as two other ones (Pineapple + Converse). I made a rough sketch then one that was in slightly better detail. This would be what I used for my project.

Evolution of logo on Illustrator



Final logo

This is the final logo for my project. For the picture used an octopus, as mimic octopi are my favorite animals. My skin is like a pineapple because I once drew a stereotype of me where I had a pineapple. He is wearing four Converse, my favorite type of shoes (I'm wearing blue ones as I type this). My logo has brown hair, brown eyes and glasses, as I have all of these (even though I wear contacts sometimes). In my hands, I hold: A plumbob from The Sims (My favorite videogame franchise), a Civ V case (A game I have been obsessed with lately), an iPhone 5c (The phone I am using right now), and a cod (Because my cousin one told me that I had an obsession with cod.) The blue background is there because it is my favorite color.



What did I learn from this?

I learned from this project that my favorite things are a mix of the past and present. I have been playing The Sims for years now and I've loved Converse years before that, but I only got my iPhone and Civilization V this year. My logo also has nothing to do with my name. Even though my name is a piece of me, there are tons of other things that represent