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Digital Art

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It's finally finished. My poster that I created using Adobe Illustrator is finally complete. It definitely wasn't easy and it took up a decent amount of time, but to look at that poster and say that it's mine is a great feeling. I created the logo, the name and the design. This poster was created with my mind, and it feels great.

As I started off, I wrote down various ideas that I might enjoy creating a logo and company for. Once I narrowed down my options, dancing became the winner. After I figured out my main idea, I then had to figure out what symbol would make a good logo. It then hit me that a ballet shoe is beautiful and its unique shape can allow me to try out different logo designs.



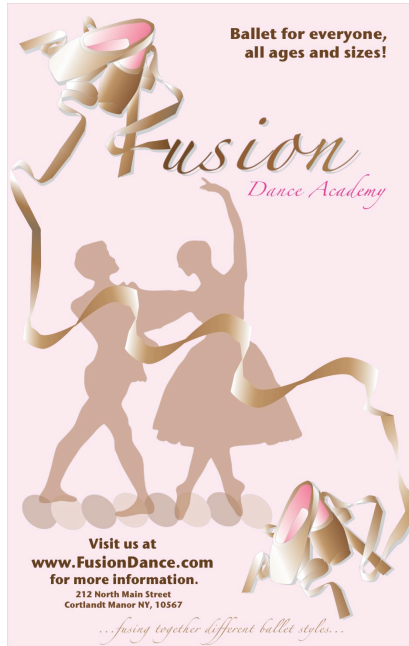
Approaching a good logo design is never easy. First, I looked at the shoe itself, and wondered if I should just add words with it. Then, as I started to look at the shoes more in depth, I began to gain ideas involving the laces. The laces of the ballet shoe can create words. I can use the laces to help flow into a typeface. As I began testing this out, I realized that this was my best idea yet. I needed to find a good typeface to combine with my laces. The laces appear loose and graceful, so I decided to go for a loose script. This worked nice with the name of the company I decided to choose.

Fusion Dance Academy was the name that I chose. Fusion, itself, is a powerful word. Fusing something together is the process or result of joining two or more things together to form a single entity. This can mean that I'm joining all types of people together to form a dance performance. This can also mean that I'm joining different types of dance together to create an interesting dance piece. As I create my company, my goal will be to successfully complete both of these tasks. Once my logo was almost finished, I had to figure out colors.

Since ballet is soft and graceful, I wanted to use soft colors. I decided to use pink and tan to make my logo seem graceful and ballet related. I also used the gradient tool to make it look like light was shining on my shoes from the left side. This made my shoes pop and seem more realistic. Playing with the gradient was definitely fun to do.

I enjoyed using the gradient, figuring out a good typeface and moving objects around. However, I did not like using the mesh tool, adding points to a line, or organizing my layers. This all seemed very complicated to me. It took me a while to get used to these things. These all take a lot of time for me, which I don't like. I like doing things fast, so this irritated me. I did try my best, to help create a good logo and poster.

Creating my poster was also enjoyable. I got to use my creativity, and figure out what looked the best. It was enjoyable setting up rulers to help align certain pieces of my poster. I like how Illustrator can perfect certain things, making them look even better than what I would even think. I needed to fill up a lot of space on my first poster design, so I decided to put in two ballet shoes, and connect them with the laces. To me, the laces were a very big part in my whole design. I fused together my two ballet shoes, which also puts emphasis on my company name.



Overall, I'm very proud of my final result. I'm sure if I was more familiar with Adobe Illustrator, my results may have been better. For a student who is new with all of the Adobe programs, I feel proud. I created a poster that I didn't think I was capable of doing. Using Adobe Illustrator is tough, but it can give great results. I'm glad I was introduced to this, as I will continue to use this program in the future.