

THE BEHIND THE SCENES OF wilderness

LET'S GO THROUGH THE EARLY STEPS OF STARTING A COFFEE SHOP CALLED WILDERNESS.
THE PROCESS OF MAKING A LOGO AND WHY A GRAPHIC DESIGNER SHOULD FOLLOW THESE STEPS.



1 RESEARCH

I NEVER THOUGHT RESEARCH WOULD BE IMPORTANT FOR A GRAPHIC DESIGNER, BUT IT REALLY IS. SOMETIMES I IMAGINED MYSELF MAKING A 5-PAGE RESEARCH PAPER LIKE I DID IN HIGH SCHOOL, AND NEVER WANTED TO ACTUALLY MAKE ANY RESEARCH.

OFTEN I WOULD START OUT BY JUST GOOGLEING THINGS. SO FOR THIS PROJECT I GOOGLED COFFEE SHOPS. HERE’S WHAT I FOUND IN MY SEARCH.

RESEARCH IS A GREAT PRACTICE FOR GRAPHIC DESIGNERS BECAUSE THEY CAN BETTER UNDERSTAND THE CLIENT AND WHAT THEIR NEEDS ARE. FOR EXAMPLE IF A BUTCHER COMES IN AND SAYS THEY WANT YOU TO DESIGN A NEW LOGO AND WEBSITE

FOR THEM. YOU ACCEPT AND THEN START DESIGNING. BUT YOU DON’T KNOW ONE THING ABOUT BUTCHERING. SO MANY QUESTIONS RUN THROUGH YOUR HEAD. WHAT DO THEY BUTCHER? CHICKENS, COWS, PIGS? ALL OF THE ABOVE? DO THEY HAVE A SPECIFIC WAY OF BUTCHERING THAT THEY ARE PROUD OF AND ARE DISTINGUISHED FOR? YOU ALWAYS NEED TO DO YOUR RESEARCH AND ASK YOUR CLIENT MANY QUESTIONS.

SOMETIMES RESEARCH CAN BE DONE BY A QUICK INTERNET SERACH. FOR EXAMPLE THE RESEARCH I FOUND ON THE RIGHT WAS DONE BY SEARCHING ‘COFFEE SHOP STATISTICS.’ IT THEN BROUGHT UP BREWSMARTLY.COM. WHICH GAVE ME MANY STATISTICS ABOUT COFFEE. IT HAD STATISTICS ABOUT COFFEE DRINKING, THE MACHINES, BUSINESS OF COFFEE AND SO MUCH MORE.

RESEARCH IN STARTING A COFFEE SHOP

FOR STARTING A COFFEE SHOP IN CEDAR FALLS, ONE GOOD THING TO RESEARCH ARE OTHER COFFEE SHOPS. HOW MANY ARE THERE IN CEDAR FALLS? AFTER A QUICK COUNT VIA GOOGLE - 16. INCLUDING THE LOCAL SHOPS SUCH AS SIDECAR COFFEE SHOP, CUP OF JOE, ETC.

SOME OF THESE COFEE SHOPS HAVE A UNIQUE ASPECT TO THEM. FOR EXAMPLE THE TEA CELLAR IS IN A BASEMENT ON MAIN STREET. A DIFFERENT LOCATION THAN MOST SHOPS. IT CREATES SOMETHING THAT CUSTOMERS ARE CURIOUS ABOUT AND THEY WANT TO GO CHECK IT OUT.

RESEARCH IN GENERAL

RESEARCH IS A GREAT THING TO DO. I HAVE LEARNED A LOT BY RESEARCH. I REALLY THINK IT’S A GREAT TOOL FOR ANY DESIGNER. YOU GET TO KNOW THE COMPANY AND YOU GET IDEAS FOR YOURSELF.

I NEVER THOUGHT I WOULD SAY THAT I LIKE DOING RESEARCH. I ENJOYED FINDING OUT ABOUT COFFEE STATISTICS. KNOWING THESE STATISTICS REALLY HELPED IN THE CREATION OF MY LOGO AND BUSINESS.



2 INSPIRATION

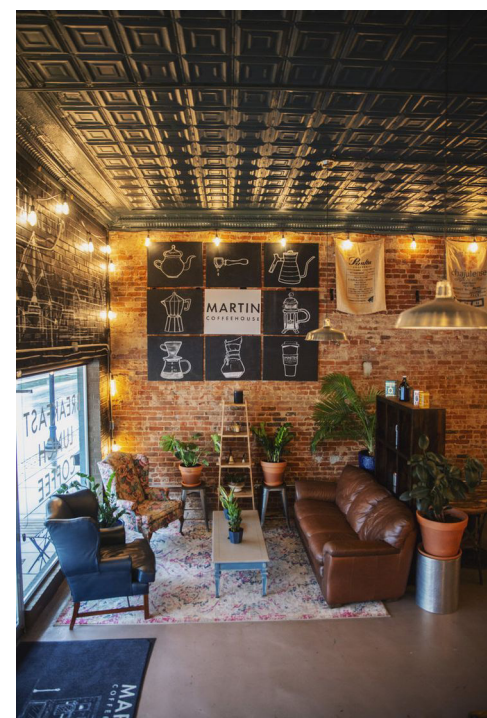
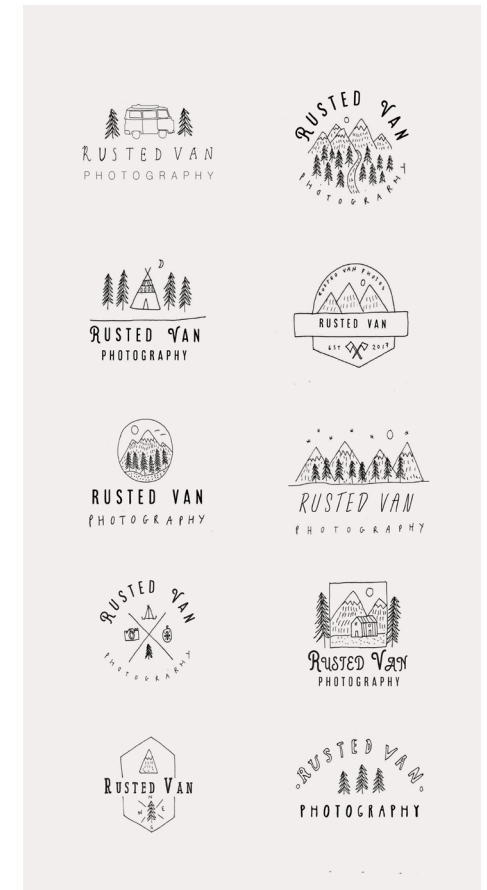
INSPIRATION FOR A COFFEE SHOP WOULD BE MODERN. SOMETHING THAT WOULD ATTRACT A CUSTOMER, AND THAT THEY WOULD WANT TO COME BACK TO. OFTEN TIMES MY INSPIRATION COMES FROM PINTEREST.

FOR THIS DESIGN I REALLY LOVED A CLASSIC - MODERN LOOK. I LOVED THE SLEEK SUBWAY TILES IN THE BOTTOM LEFT CORNER CAFE. I LOVE THE PLANTS GROWING IN THE BACKGROUND, IT ADDS A HOME-Y VIBE TO THE PLACE. IT MAKES ME WANT TO CURL UP WITH A GOOD BOOK AND SIP A LATTE ALL AFTERNOON. I WANTED THE COFFEE SHOP TO BE A PLACE WHERE PEOPLE WOULD GO AND HANG OUT OR WORK ON HOMEWORK. I THINK STARTING A BUSINESS IN A COLLEGE TOWN LIKE CEDAR FALLS YOU NEED TO APPEAL TO THAT AUDIENCE.

FOR THE LOGO I DREW INSPIRATION FROM THE TOP IMAGES. I LOVED HOW EARTHY AND CLEAN THEY LOOKED. I LIKE THE COLORS IN THE IMAGES, THE LIGHT PINK AND GREY-CREAM COLOR. I THINK THOSE 2 COLORS WORK TOGETHER REALLY WELL.

INSPIRATION CAN COME FROM ANYTHING. IT DOESN'T HAVE TO BE FOUND ON PINTEREST. I LOVE LOOKING THROUGH OLD PHOTOS OF TRIPS. I LOVE ARCHITECTURE AND THAT'S OFTEN WHAT I TAKE PICTURES OF. I THINK ARCHITECTURE CAN BE USED IN DESIGN. IT REALLY INSPIRES ME.

FINDING INSPIRATION CAN SOMETIMES BE HARD FOR ME. JUST THE ACT OF FINDING SOMETHING THAT INSPIRES ME AND CREATES A SPARK FOR A PROJECT CAN SOMETIMES BE HARD.



3 SKETCHES

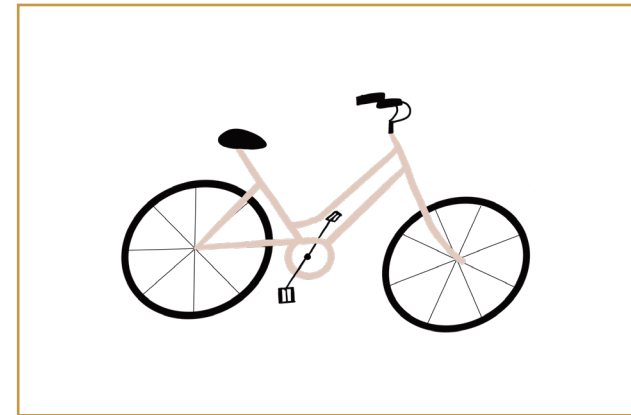
SKETCHING IS ALSO AN IMPORTANT PART OF CREATING A LOGO AND A BUSINESS. SKETCHING CAN GET YOUR IDEAS FROM YOUR HEAD ONTO PAPER. IT HELPS YOU ACTUALLY SEE YOUR IDEA.

NOW, I AM NO PICASSO, AND MY SKETCHES ARE NOT GOING TO BE ON DISPLAY ANY WHERE SOON. BUT IT IS A NICE WAY TO GET YOUR THOUGHTS ON PAPER. I LIKE TO SKETCH MY IDEAS THEN SHOW PEOPLE I TRUST AND ASK THEIR OPINION ON THINGS. SOMETIMES I CAN'T DECIDE WHICH ONE TO DO.

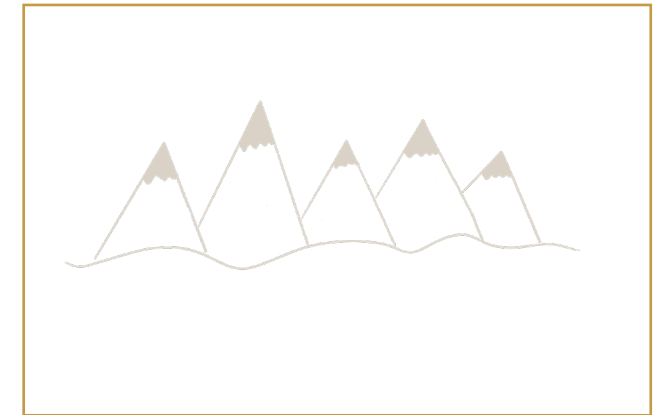
IT IS ALSO HELPFUL TO SKETCH BECAUSE SOMETIMES WHEN YOU SEE IT IN PERSON IT DOESN'T LOOK THAT GREAT. THEN YOU DON'T END UP WASTING YOUR TIME IN INDESIGN CREATING THOSE THINGS.

A SKETCH CAN ALSO BE HELPFUL BECAUSE YOU CAN DEVELOP YOUR IDEAS FROM IT. YOU CAN SEE WHERE YOU NEED TO PUT TEXTURE IN A SPOT OR WHERE YOU NEED COLOR. OR YOU CAN DECIDE TO CHANGE WHERE A LINE GOES.

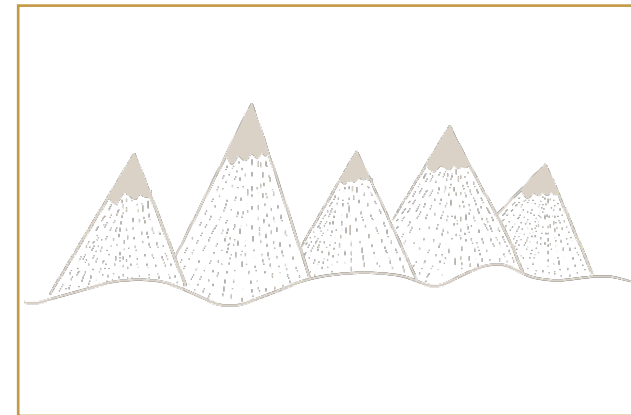
IF YOU DON'T FEEL CONFIDENT IN DRAWING, YOU DON'T HAVE TO USE A PENCIL AND PAPER, I LOVE SKETCHING ON MY IPAD. FOR ME SKETCHING HAS ALWAYS BEEN HARD TO DO. I OFTEN DIDN'T WANT TO SIT DOWN AND SKETCH OUT MY IDEAS. I JUST WANTED TO START MAKING THEM ON THE COMPUTER. BUT WHEN THE PROJECT WAS DONE I LIKED LOOKING BACK IN MY SKETCHBOOK AND SEEING WHERE I STARTED AND WHERE I FINISHED.



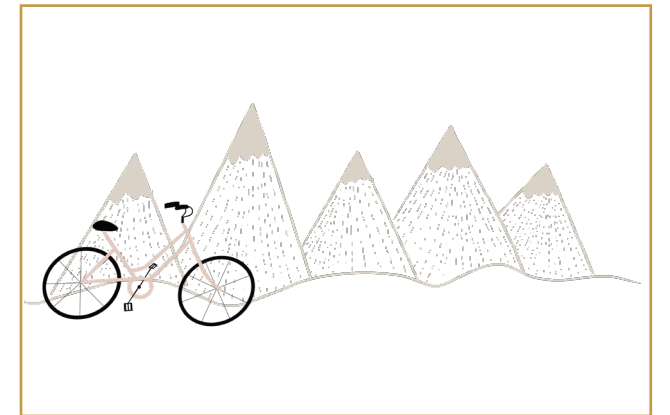
I HAVE AN OBSESSION WITH OLD BIKES. THIS IMAGE IS MODELLED AFTER MY OWN BIKE. I ALSO CHOSE AN IMAGE THAT WASN'T TOO CHEESY FOR A COFFEE SHOP, LIKE A COFFEE BEAN, OR A COFFEE CUP.



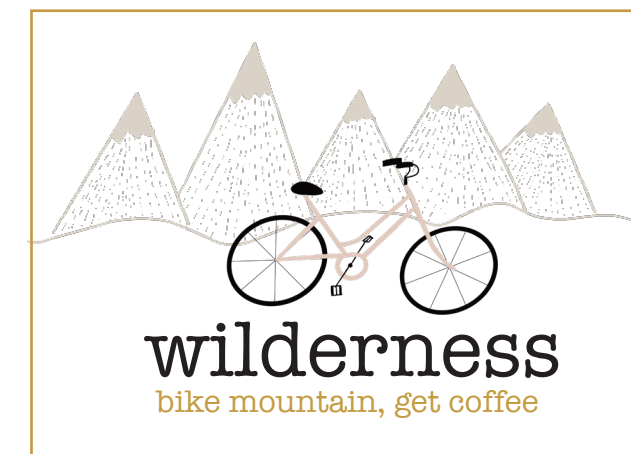
I THEN MADE THESE MOUNTAINS. I REALLY LIKE TO TRAVEL AND GET INTO NATURE. I ALSO LOVE MOUNTAINS, LIVING IN IOWA THERE'S NOT A LOT OF MOUNTAINS AROUND, SO I THINK THEY'RE REALLY SPECIAL AND COOL.



I FELT LIKE THE MOUNTAINS NEEDED SOMETHING ELSE, GIVE IT A LITTLE TEXTURE. SO I ADDED SOME LINES.



I THEN ADDED THE BIKE TO THE MOUNTAINS, AND JUST MESSED AROUND WITH THE SIZE OF THE BIKE.



I CHOSE TO JUST KEEP THE BIKE IN THE MIDDLE AND MAKE IT LOOK IT WAS RESTING AND THE RIDER WAS ENJOYING THE VIEW.

I WANTED TO CHOOSE A NAME THAT WAS SIMPLE, AND NOT TOO CORNY FOR A COFFEE SHOP. WILDERNESS, JUST SEEMED TO FIT. I FEEL IT REPRESENTS A COFFEE SHOP AND MOUNTAINS.

I CHOSE THE FONT, BECAUSE I WANTED SOMETHING SIMPLE AND CLASSIC. THERE'S NOTHING MORE CLASSIC THAN TYPEWRITER.

4 FONTS + COLORS

HAVING A CONSISTANT COLOR PALETTE IS VERY IMPORTANT. IT CAN HELP YOUR BRAND BE MORE EASILY RECOGNIZABLE. IT CAN ALSO SHOW WHO YOU ARE AS A COMPANY. IF YOU ARE EARTHY AND USE CRUELTY-FREE PRODUCTS YOU CAN SHOW THAT BY USING NATURAL COLORS, GREEN, BLUES, ETC.

IT ALSO HELPED TO CREATE A MOOD BOARD. SOME OF MY INSPIRATION IS SHOWN ON THE NEXT PAGE. IT WAS HELPFUL TO GET ALL OF MY IDEAS IN ONE SPOT. SOMETIMES YOU CAN PRINT THINGS OUT AND SEE THEM MORE IN PERSON. BUT I LOVED JUST SAVING IMAGES ON MY COMPUTER AND COMPILING THEM TOGETHER. IT WAS ALSO HELPFUL FOR WHEN I WOULD GET INTO A CREATIVE RUT. I COULD GO BACK AND LOOK AT IT AND GET THE “CREATIVE JUICES FLOWING.”

JUST LIKE COLORS, A FONT CAN IMPACT YOUR LOGO. IT CAN BE REALLY IMPORTANT IN ESTABLISHING YOUR BUSINESS. YOU WON’T JUST USE A FONT IN A LOGO, YOU WILL USE IT FOR MANY THINGS. SUCH AS SIGNS, BUSINESS CARDS, COFFEE CUPS, AND THE LIST GOES ON. YOU WILL SEE THIS FONT FOREVER. IT ALSO NEEDS TO REFLECT YOUR BUSINESS. IF YOU WANTED A SIMPLE, CLEAN FONT YOU COULD USE AVENIR NEXT CONDENSED.

I MYSELF, AM NOT THAT GREAT AT PICKING FONTS. I REALLY STRUGGLE WITH FINDING THE RIGHT ONE. SOMETIMES I JUST CHOSE A FONT AND HOPE IT GOES WELL WITH EVERYTHING ELSE. I THINK I PUT A LOT OF PRESSURE ON FINDING THE PERFECT ONE. THEN WHEN I DON’T FIND IT, I JUST GIVE UP AND HOPE COMIC SANS IS AVAILABLE.



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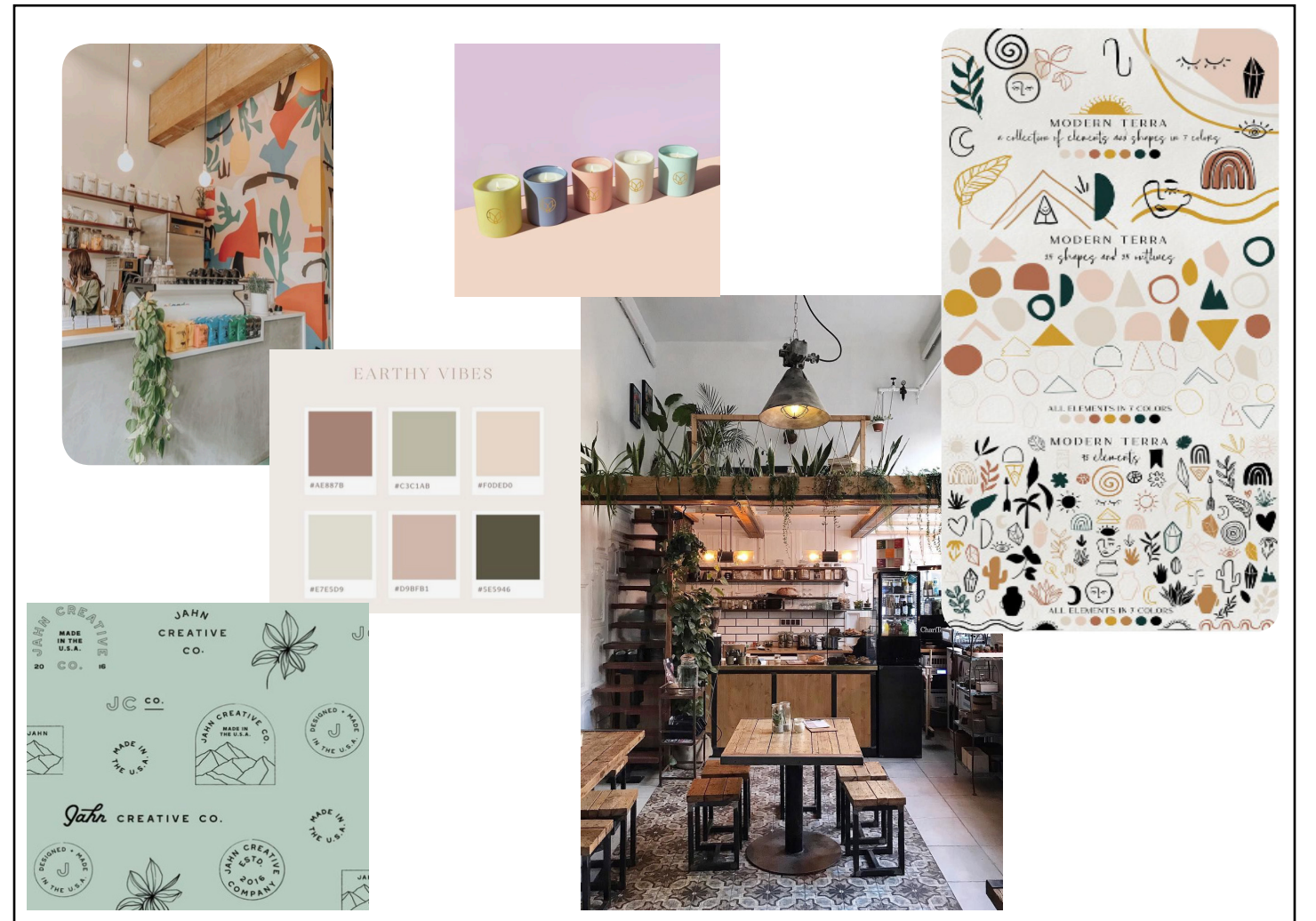
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american typewriter

BODINI 72 SMALLCAPS

minion pro

avenir next condensed



5 FINAL

Now that we have everything finished. We need to put it to work! Let's show how this logo will be used. Wilderness will put it on many things such as: business cards, websites, and coffee cups.

When all is finished it's nice to see it being used. We can now visualize what it will look like in the coffee shop, and around town. It's actually becoming real!

My favorite part of a project is the end. Because you can see all of your hard work come together. It's also fun to see it around where you live and work.



LET'S DO
A RECAP

28
CLASSES

5
PROJECTS

4
CRITIQUES

25
PRINTED PAGES

5
SPEAKERS

99
DAYS

GRAPHIC DESIGN II
SPRING 2021

78+
CUPS OF COFFEE

3
CREDITS