

# **CONTENTS**

## **Project Exam**

- » **UOW Salsa Club Profile Manual**
- » **GRAP Report**
- » **Project Description**
- » **Project Schedule**
- » **Prints**



UOW  
Salsa  
club

# UOW Salsa Club Profile Manual



# Table of Contents

## **1 About Us**

- Our Club
- Our Personality
- Our Vision
- Our Dancers

## **2 Our Visual Identity**

- Our Tone of Voice
- Our Colours
- Our Typography
- Our Photography and Illustrations

## **3 Our Products**

- Our Logo
- Our Brochures
- Our Posters and Flyers
- Our Business Cards

## **4 Our Print Examples**





# About us

**1.1 Our Club / Nuestro Club**

**1.2 Our Personality / Nuestra Personalidad**

**1.3 Our Vision / Nuestra Visión**

**1.4 Our Dancers / Nuestro Bailadores**



# our Club / Nuestro Club

Our salsa club is people centred (client focused). It is designed to enable people – both students/staff and non-students at the University – to have access to affordable dance tuition, and at the same time broaden each individual's social network by getting to know people outside the university or work.

In addition this provides a social outlet from all the strains and constraints of academic pursuit or work for those who are non-students within a very social, friendly and inclusive environment.

**¡Vamos a Bailar!**



# our Personality / Nuestra Personalidad

We are a fun and friendly environment, complemented by an über friendly and helpful team who want to get more out of life, and want to leave a legacy for future students to continue to grow and develop in years to come.

**¡Viva!**



# our Vision / Nuestra Visión

To be fun. Exciting. Different. To make people come together and enjoy spending time together.

We wish to go from strength to strength and be the most talked about and fun society. We don't only meet behind closed doors, but also bring the action direct and involve the people to make even the smallest of difference in their lives (be it at uni or outside).

Our goal is to be a well recognised club, and continually funded for bringing a social dynamic which any institution should support and embrace for our betterment of all students and non-students experiences.

**¡La Vida Loca!**



# our Dancers / Nuestro Bailadores

Our *bailadores* are any UOW students and staff (including Alumni) and non-students from the University, aged 18+ years and all genders are welcome.

Our Executive Committee is a passionate and dynamic team consisting of current students at the University of Wollongong, all eager to bring the salsa dance into the life of everyone who wants to give it a chance. All of us come from varying areas of studies and life experiences in and out of the university.

**¡Baila!**



# Our Visual Identity

**2.1 Our Tone of Voice / Nuestra Voz**

**2.2 Our Colours / Nuestro Colores**

**2.3 Our Typography / Nuestra Tipografía**

2.3.1 Myriad Pro

2.3.2 DK Jambo

2.3.3 Mathilde

**2.4 Our Photography / Nuestra Fotografía**

**2.5 Our Illustrations / Nuestra Ilustraciones**



# our Tone of Voice / Nuestra Voz

We are fun. Vibrant. Happy. We always speak with excitement.

We like to engage you with our language. We love to include some Spanish words into our voice to remind you of the Latin influence in our dance and club.

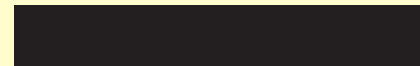
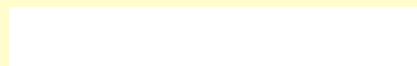
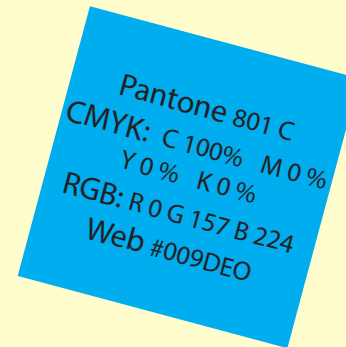
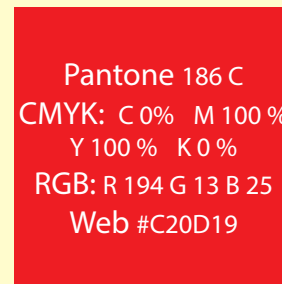
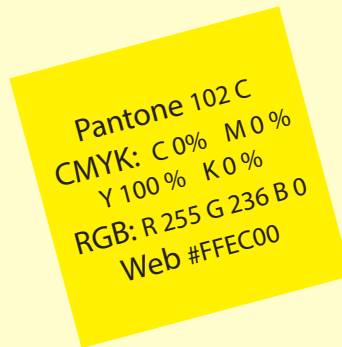
Like our *bailadores*, we enjoy to be fun and exciting, and always speak with passion.

**¡La Vida Latina!**



# our Colours / Nuestro Colores

We love primary colours because they reflect us as a vibrant and happy club. We always use red, yellow and blue, and also integrate black and white when we think this will help back up the design.





# our Typefaces / Nuestra Tipografía

Three typefaces have been chosen for UOW Salsa Club.

These are *Myriad Pro*, *DK Jambo* and *Mathilde*, and will be explained over the next pages.

Myriad Pro

DK Jambo

Mathilde



# Myriad Pro

Our body copy font is Myriad Pro, released in 1992, and designed by Robert Slimbach and Carol Twombly. It is a sans serif font with a humanistic treatment of letter proportions and design details, which has ensured the design to retain warmth and readability. The family consists of a wide variety of weights and widths, and has clean, open shapes and extensive kerning pairs.

## Example of Myriad Pro, Regular 14 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+[]":?

Cras volutpat vestibulum sem sit amet porta. Nulla tellus libero, viverra eget massa et, tempor porttitor quam. In hac habitasse platea dictumst. Quisque in velit pulvinar metus sodales finibus id in metus. In aliquet facilisis mollis. Quisque lacus lorem, venenatis pretium pharetra id, finibus et tellus.



# DK Jambo

For our logo we use DK Jambo. This is a font designed by Davir Kerkhoff. It is a happy font with organic shapes and swirls. Sometimes we also use this for shorter headings, but we prefer when the size is larger than 17 pt. A minimum of 24 pt is preferred.

## Example of DK Jambo, Regular 17 pt - and 24 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " @ \$ % / ( ) \_ - = " : ?

Cras volutpat vestibulum sem sit amet porta. Nulla tellus libero, viverra eget massa et, tempor porttitor quam. In hac habitasse platea dictumst. Quisque in velit pulvinar metus sodales finibus id in metus. In aliquet facilisis mollis. Quisque lacus lorem, venenatis pretium pharetra id, finibus et tellus.

!Vamos a bailar!



# Mathilde

Mathilde is the font we use for longer headings where DK Jambo will be too exhausting for the eye. We want it to be easy for our *bailadores* to understand us, yet still remind them that we are fun. Mathilde by Lee Batchelor is a handwritten, cursive/print hybrid typeface. The font is an OpenType font based on an actual handwriting and then made to be computer-usable.

## Example of Mathilde, Regular 28 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ; @ # \$ % ^ & \* ( ) \_ + = " ' : ; ?

Cras volutpat vestibulum sem sit amet porta. Nulla tellus libero, viverra eget massa et, tempor porttitor quam. In hac habitasse platea dictumst. Quisque in velit pulvinar metus sodales finibus id in metus. In aliquet facilisis mollis. Quisque lacus lorem, venenatis pretium pharetra id, finibus et tellus.



# our Photography / Nuestra Fotografia

The photography used in our visual identity should only be photographs from classes and events arranged by the club. These image will be accessed by contacting the club and the Executive Committee.

## **Guidelines**

Photographs must be in good quality and have a high dpi

The imagery must be by UOW Salsa Club

Must only use imagery that clearly show what the club is about: dancing and happy people



# our Illustrations / Nuestra Ilustraciones

We have a variety of illustrations to go with the designs. A selection of silhouettes of dancers has been created, and these should be in black or white. Other symbols that may be used are flames, the sun, and spirals. We have a simple rule for use of illustrations: Think simple. We don't want too many elements on one page.

**¡Menos es más!**



# our Illustrations / Nuestra Ilustraciones



# Our Products

## **3.1 Our Logo / Nuestro Logo**

3.1.1 Our Logo Do's / Nuestro Logo Si's

3.1.2 Our Logo Don'ts / Nuestro Logo No's

3.1.3 Our Logo Guidelines / Nuestro Logo Guías

## **3.2 Our Brochures / Nuestro Folletos**

3.2.1 Our Brochure Guidelines / Nuestro Folletos Guías

## **3.3 Our Posters and Flyers / Nuestro Carteles y Volantes**

3.3.1 Our Posters and Flyers Guidelines / Nuestro Cartles y Volantes Guías

## **3.4 Our Business Cards / Nuestra Tarjetas de Presentación**

3.4.1 Our Business Cards Guidelines / Nuestra Tarjetas de Presentación Guías





# our Logo / Nuestro Logo

The UOW Salsa Club logo identifies UOW Salsa Club. It should be reproduced according to the guidelines provided.

## **The UOW Salsa Club logo consists of two parts**

The icon part – a couple dancing, with flames around them

The type part - "UOW Salsa Club"

## **There are five approved versions of the logo**

Regular

Boxed

Black Background

Yellow Background

Black and White



# our Logo / Nuestro Logo

Whenever possible, the “regular” version should be used against a white or other bright, low saturated background.

The “boxed” version is provided for use against any other background to ensure that the logo remains readable.

The “black background” version of the logo may be used against black, or other darker colours. The “yellow background” is for yellow coloured backgrounds.

The “black and white” version is to be used in one colour print jobs.



# our Logo Do's / Nuestro Logo Si's

## Minimum Size

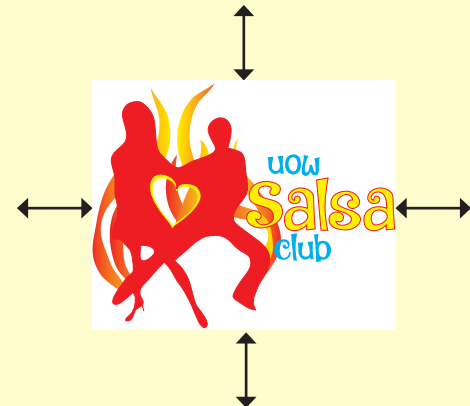
It is important to reproduce the logo at a size that can be easily read.



Minimum 35 mm

## Clear Space 10 mm

To give the logo the greatest possible visual impact, it is important to always allow for the minimum amount of clear space around the logo. Avoid positioning text, photos, or other elements within the clear space zone.



# our Logo Don'ts / Nuestro Logo No's

**Distorted**



**Too Small**



**Against High Saturated Colour Background (except Yellow)**



# our Logo Guidelines / Nuestro Logo Guías

## Guidelines

To ensure a consistent and appropriate identity for the club we have a general set of guidelines for logo usage.

We don't want the logo artwork to be recreated, cropped, deleted or reconfigured in any other way

We want our minimum clear space around the logo to be maintained

We don't like non-uniform scaling because this distorts the proportions of the icons and type in our logo

We provide Adobe Illustrator EPS files for the logo which will always allow the proper resolution

We appreciate it when the digital files we have provided are used, and wish to avoid using reproductions from previously printed files

We want to maintain the colours of our logo and don't like it if it is reproduced in other colours than those specified in our style guide

We don't accept neither "drop shadow" nor "glow" effects applied to the logo

We don't want our logo to be placed on a busy photograph, pattern or colour that disturbs the logo's colours



# our Brochures / Nuestro Folletos

Our brochures identify UOW Salsa Club. The purpose of the brochures is to let students and others who wish to join the club get to know us. They should provide new members with information about the club, and when and where they can join in on classes.

It is important to remember that the brochures are meant to reflect the club as being friendly and easy going.

## **The UOW Salsa Club brochures should**

- Include the UOW Salsa Club logo (and follow its guidelines)
- Use the symbols or photographs provided by the club
- Use the font Myriad Pro for body copy
- Use the font DK Jambo for shorter headings, or Mathilde for longer
- Take use of primary colours
- Include our Facebook page



# our Brochures / Nuestro Folletos

## Guidelines

To ensure a consistent and appropriate identity for the club we have a general set of guidelines for our brochures.

We don't want any artwork to be recreated, cropped, deleted or reconfigured in any other way

We always want to follow the logo's guidelines

We like Z Fold brochures and want to keep using this

We want to maintain our colour palette using primary colours, and black and white

We appreciate the use of the colour yellow (C 0%, M 0%, Y 100%, K 0%) or red (C 0%, M 100%, Y 100%, K 0%) on backgrounds

We are big fans of red writing on yellow backgrounds

We want it to be easy to navigate through our brochures



Vamos a bailar,  
pero before magic happens...  
practice practice practice...



Donde los amigos  
se reúnen, se inicia  
y divertidas fiestas  
nunca dejan



Check us out, love and like us  
UOW Salsa Club

## ORGANISATIONAL CHART

### TODD HARDINGHAM - El Presidente

Todd is a super talented Marketing student with a keen interest in Spanish and a terrific eye for photography. Mad about surfing, slackline and salsa are just some of his hobbies. Todd enjoys the social side of dancing and would like to see more people experience the awesomeness of being able to socialise, have fun and meet new people without being plastered - ¡Viva!

### JONAS LOBITZ - Segundo Al Mando

With his understated charm and enthusiasm, Jonas is a Bachelor of Engineering (Mechanical) student extraordinaire. Ultra-keen to go surfing, climbing, hang gliding and not blaming it on the boogie are just a few of his favourite things to do. Enamoured with the Latino culture, dancing is one of those things that "make you feel good" says Jonas with a big grin on his face. - ¡Eso!

### DAN SIMPSON - Sr Monedero aka El Tesorero

An accomplished muso in his own right with a smooth and calm predisposition not to mention a prize-winning Bachelor of Engineering (Civil and Environmental) student; Dan enjoys his time out surfing, climbing and playing music and enjoy what life has to offer. He is fascinated by the cultural

side of dancing and he wants to see it flourish in our society. By being part of this fab Salsa Club, he is already trending when sweeping and swinging those sexy hips - ¡Hala!

### LACHIE MACPHERSON - El Secretario

A tough Bachelor of Communications student, Lachie murdered the dancefloor on our Extra Saucy Night! This easy-going el secretario salsa lothario and his enigmatic personality bring elements of fun. With similar interests to el presidente, Lachie is also an avid collector of Australian interior design accessories and lives for live music! Salsa is just an excuse to throw his booty around and meet fun people at the same time - ¡Arrra!

### VENUS (VEE) ARQUEZ - La Instructora y Coreografa

This latin loving breathing dancing prima donna is SALSA tan caliente! Trained in flamenco, tango, ballet and contemporary dance in Europe and Australia, you can be sure that when Vee is not dancing salsa she is revelling in bachata socially and in competition sensation mode. A sports fanatic at heart high on endorphins, when off duty from dancing, enjoys the romance of tennis, swimming, diving, fútbol & horse riding. A born intrepid travel and global nomad, Vee's priority is time with friends and family, and yes, studies Masters in Education when time permits - ¡a vida local!



Join us!

**Movement Room**  
**Early Start Bldg Z1**  
**(behind Mc Kinnon Bldg)**

**Cost \$10 (non-members)**  
**\$5 (members)**

**Class 1 Beginners**  
**Mondays 7pm-9pm**

**Class 2 Beginners - Pre-intermediate**  
**Tuesdays 7pm-9pm**

See you there!





# our Posters and Flyers / Nuestro Carteles y Volantes

Our posters and flyers identify UOW Salsa Club. The purpose of these is to let students and others who wish to join the club get to know us. They need to make our *bailadores* interested in joining us, believing we have fun and an awesome time when we come together for our classes and events.

It is important to remember that posters and flyers are meant to reflect the club as being friendly and easy going.

## **The UOW Salsa Club posters and flyers should**

- Include the UOW Salsa Club logo (and follow its guidelines)
- Have an intriguing and engaging heading provided by the club
- Use the symbols or photographs provided by the club
- Use the font Myriad Pro for body copy
- Use the font DK Jambo for shorter headings, or Mathilde for longer
- Take use of primary colours
- Work both in A3 (poster) and A5 (flyer)
- Provide the following information: What, where, when, price, Facebook page



# our Posters and Flyers / Nuestro Carteles y Volantes

## Guidelines

To ensure a consistent and appropriate identity for the club we have a general set of guidelines for our posters and flyers.

We don't want any artwork to be recreated, cropped, deleted or reconfigured in any other way

We always want to follow the logo's guidelines

We want to maintain our colour palette using primary colours, and black and white

We appreciate the use of the colour yellow (C 0%, M 0%, Y 100%, K 0%) or red (C 0%, M 100%, Y 100%, K 0%) on backgrounds

We are big fans of red writing on yellow backgrounds

We also like yellow writing on red

We want to seem interesting, fun and exciting

We love engaging designs

We are super excited about high saturated backgrounds



Live...  
breathe...  
dance  
salsa

Vamos a bailar!  
Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!

Check us out, love & like us  
UOW Salsa Club



There are short-cuts  
to happiness & salsa  
dancing is one of them

Vamos a bailar!  
Movement Room, Early Start  
Bldg 21 (behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!



Check us out, love & like us  
UOW Salsa Club

Vamos a bailar!  
Movement Room, Early Start Bldg  
21 (behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners - Pre-intermediate  
Tuesdays 7pm-9pm



Dance  
salsa  
until your  
legs fall  
off!

Check us out,  
love and like us  
UOW Salsa Club

No standing  
only dancing salsa

Vamos a bailar!  
Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!



UOW Salsa Club  
Check us out, love and like us

If you stumble  
make it part of  
the salsa dance

Vamos a bailar!  
Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!



Check us out, love & like us  
UOW Salsa Club



30 UOW Salsa Club

# our Business Cards / Nuestra Tarjetas de Presentación

Our business cards identify UOW Salsa Club. The purpose of these is to let students and others who wish to join the club get to know us, and let both current and future *bailadores* know how to best contact us.

It is important to remember that the cards are meant to reflect the club as being friendly and easy going.

## **The UOW Salsa Club business cards should**

Include the UOW Salsa Club logo (and follow its guidelines)

Use symbols or photographs provided by the club

Use the font Myriad Pro

Not be filled with neither too much text nor other elements: we like breathing space

Include the following information: Person's name, respective role, phone number and e-mail, and UOW Salsa Club's address



# our Business Cards / Nuestra Tarjetas de Presentación

## Guidelines

To ensure a consistent and appropriate identity for the club we have a general set of guidelines for our business cards.

We don't want any artwork to be recreated, cropped, deleted or reconfigured in any other way

We always want to follow the logo's guidelines

We want to maintain our colour palette using primary colours, and black and white

We appreciate the use of the colour yellow (C 0%, M 0%, Y 100%, K 0%) with a 10-20% opacity for backgrounds, rather than white

We are big fans of breathing space

We want to seem interesting, fun and exciting





**VÉNUS (VEE) ARQUEZ**

La Instructora y Coreógrafa

☎ 0447 842 609

@ vr48@uowmail.edu.au

UOW Salsa Club  
C/- CSE Unicentre  
PO Box U100  
Wollongong NSW 2500  
AUSTRALIA



# Our Print Examples







35 UOW Salsa Club







UOW  
Salsa  
club

# PROJECT EXAM:

## UOW SALSA CLUB PRINT PUBLICATION

### INTRODUCTION

For my Project Exam I have designed a logo, brochure, posters and flyers, and business cards for UOW Salsa Club in Australia, as well as making them a profile manual. The club was always very clear on wanting to have primary colours to reflect the club, and this has been important to consider throughout the whole process.

#### *Interpretation of Task*

My first reaction when I got the assignment was in fact a little bit of panic since I had no idea who to contact. However, as soon as I got in touch with UOW Salsa Club, I relaxed a lot more. Together with the club we decided to make a few different products that would let people get to know them, and hopefully make a few more souls out there interested in joining in on the fun and dance.

#### *Concept and Target Group*

The concept of the project was to develop a graphic design project for the club, which would eventually be a print publication. The design needed to describe the club as being fun, friendly and exciting.

UOW Salsa Club's Target Group is all UOW students and staff (including Alumni), as well as non-students from the University. The age group is 18+, and all genders are welcome to join.

#### *Message/Achieved Action*

Logo - The logo consists of two dancers surrounded by flames, and the name of the club. We have used primary colours, but have tried to make it quite simple, yet exciting.

Brochure - The Z Fold brochure I made includes an organisational chart of the Executive Committee Members, photos from classes and events, and the club's class information. The purpose of this is to make it easy for people to learn about the club and to find out where and when to meet up for classes. Having it in yellow ensures that it stands out a little more, and also makes the club seem more friendly and open.

Posters and Flyers - The club was looking for a few different posters with the same type of information, but different design to have something to alternate between. Thus, I designed five unique posters, all with engaging headlines. As with the brochure, these will let people know where and when to attend classes, and reflect the club.

Business Cards - I have designed a business card for each of the Executive Committee Members. The design on each card stays the same while the personal information changes, and for these card I tried to think less is more.

Profile Manual - The Profile Manual I designed reflects the personality and design choices made for UOW Salsa Club. It should have enough guidelines and examples for future designs to work well with what has already been created.



## RESEARCH AND WORK PROCESS

As planned in my work schedule, I spent some days doing some research before I began sketching. A few Lynda.com tutorials gave me a few tips in regards to the different products I was going to design, and I believe this helped me create better results.

### *Research and Analysis*

Defining Target Group and Design – UOW Salsa Club’s Target Group is all UOW students and staff (including Alumni) and non-students from the University, aged 18+, and all genders are welcome to join. This means that the design needs to be able to approach both males and females, and in different age groups starting from 18. The one thing they will have in common though, is the wish to try salsa, which seems to be a rather passionate dance and often danced in pairs (which immediately makes me think of the colour red). Another thing is that the club is meant to be fun to go to, so the target group will probably be people who wish to have some fun while making new friends and learning something new – and maybe even getting some exercise.

The design is based on primary colours to make sure it is vibrant and happy, as this very well reflects the club. The club has been using some images with faceless silhouettes earlier, and wanted to keep doing this, so we decided I would design new ones. Another thing we talked about was organic shapes. *Visual Arts* explains that “when attempting to create a piece that looks natural, flowing, soft or calming, organic shapes are generally the shapes of choice.” Since this is exactly what we wanted, the organic shapes and lines were a natural choice.

Salsa – Salsa is a lively dance music with many different styles, originated in Cuba and has both African and Spanish influences. The music has a beat of 4/4, uses clave rhythms, as well as simple harmony based on repeated chord patterns. The lyrics are usually about love and everyday life. The (usually) partnered dance – which comes in many different styles – is characterised by rapid movement of arms, shoulders, feet, hips and turns and lifts. “While the body changes weight, the upper torso remains almost immobile. This means that most of the motion ends up in the hips, which is how the phrase “Cuban Motion” got applied to this Latin dance form” (*Salsa Dance History*).

The products – As Nigel French explains in his Lynda tutorial *Designing a Logo*, the purpose of a logo is to e.g. identify the brand/club, distinct it from its competitors, and communicate a positive message. It should also be simple, complement the name, and look good in both black and white and in colour. Business cards simply exist to make it easy for potential customers/clients etc. to contact the brand or club – and French advises people to use a grid, establish hierarchy, and don’t fear the white space when designing such cards.

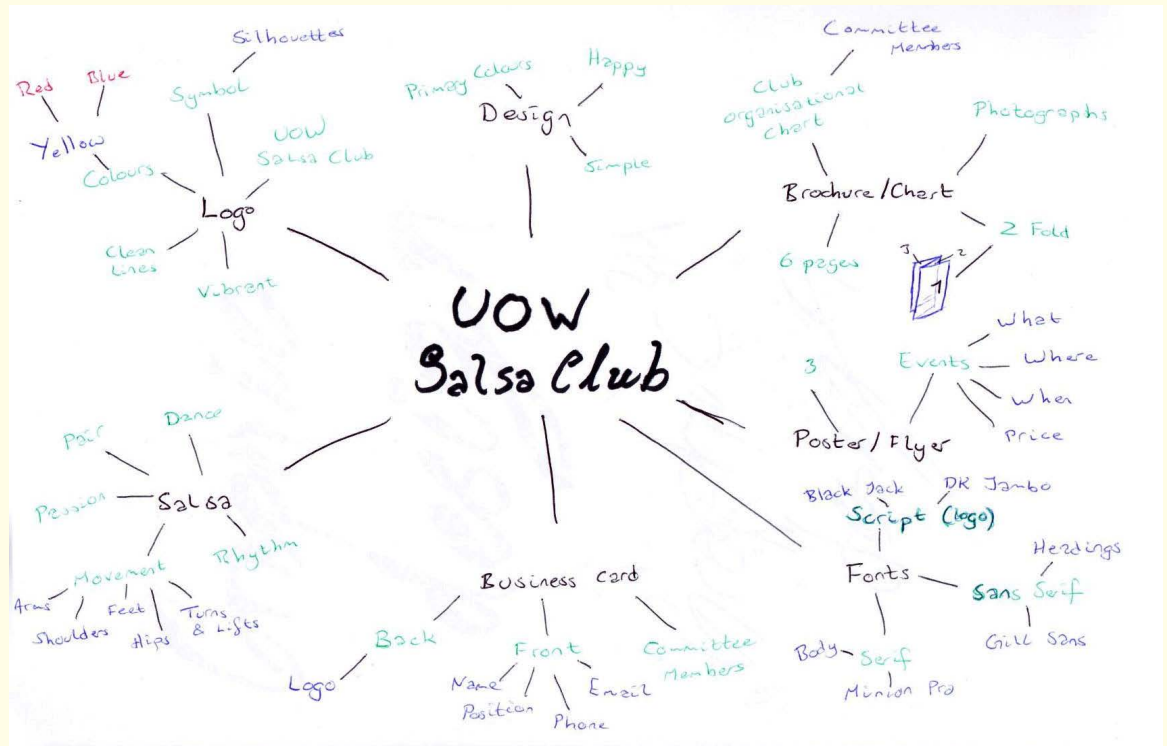
A flyer (or handbills) is usually a single, unfolded printed sheet intended to be held and read in the hand. Posters are larger in size, although the size may vary here as well. They are generally posted (hence the name) at places where there is maximum visibility expected. Brochures (or pamphlets) can have certain similarities to flyers, but will almost always have printing on both sides, as well as containing folds that create multiple panels or pages denoted to information.

Typography – I quickly thought a script would work well for the logo, since the club wishes to be seen as fun and exciting. It couldn’t be too strict, but I also needed to consider the readability and keep scaling in mind. I found the two fonts Black Jack and DK Jambo – which are fonts I thought might fit. I let my client choose, and they chose DK Jambo.



For the brochure, posters, flyers and business cards I first thought we should go for a sans serif and a serif font together. However, after speaking to my client, they wished to use a sans serif font for the most part, and we decided to use a script for headings and certain captions. The sans serif font we use is Myriad Pro, and the script is either Mathilde or DK Jambo, depending on the length of the text. DK Jambo only works with shorter text, since it is a very bold and curly font which quickly gets tiring to read.

Mind Map – My mind map helped me set up all the different products and which things I needed to consider for each and every one of them, as well as salsa dance, the design and fonts.



Moodboard – I made a unique moodboard for each of the different products I needed to make, mainly focusing on said products related to dancing. All these images' sources are listed under "Sources and References."







### Coming Up With Ideas

Most of the process from sketching to finished products is explained quite thoroughly on *my blog*, but will also be highlighted over the next pages.

LOGO – I had decided to design the logo first, since I figured a lot of the design for the other products would be based a little on this.

### Sketches

At first I did a lot of different sketches since I still didn't have a very clear idea of how my client wanted the design, other than them wanting it to be vibrant and in primary colours. I knew they wanted to have some sort of a symbol as well as the name of the club. So I tried some completely different designs, but all with a diagrammatic icon, which as explained in *Logo Design Workbook* is a "simple representations of the structure of the subject matter."





uow  
Salsa  
Club

uow club  
Salsa

uow  
Salsa  
Club

uow  
Salsa  
club

uow  
Salsa  
Club

uow  
Salsa  
Club

uow  
SALSA  
club

uow  
SALSA  
club

uow  
Salsa  
club

uow club  
Salsa





### ***Digital Sketches***

I brought my analogous sketches over to the computer and produced these ideas in Illustrator. Something I quickly realised I was glad I had, was my Wacom drawing tablet. This made it really easy to quickly get the sketches done, and let this process go a lot faster than if I would have had to do it with a mouse.

I sent these sketches over to my client to have them choose which design they liked the best, and which they thought would suit the club the most.





Like on my sketches by hand I used two different fonts for these sketches as well.



My client chose a combination of a symbol, the line-up of the text and the text colour - all from different ideas, and I put this together into one logo that I kept working on.



One of their wishes was to somehow integrate flames, to make it “hot hot hot” as they said. I found out it was quite the challenge to connect this well with the rest of the design, especially when having in mind what Nigel French says about a logo being simple. However, I made a few ideas for different flames, and again let my client choose.





I then did some minor adjustments to the design they chose, and the design was good to go, with a very happy client.

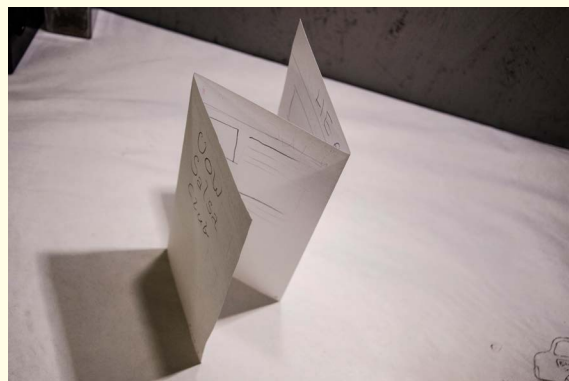
BROCHURE – The brochure was meant to reflect the club and its Executive Committee Members, and let members find out when and where to attend classes. They told me they wanted the organisational chart, as well as photos from both classes and events.

### **Sketches**

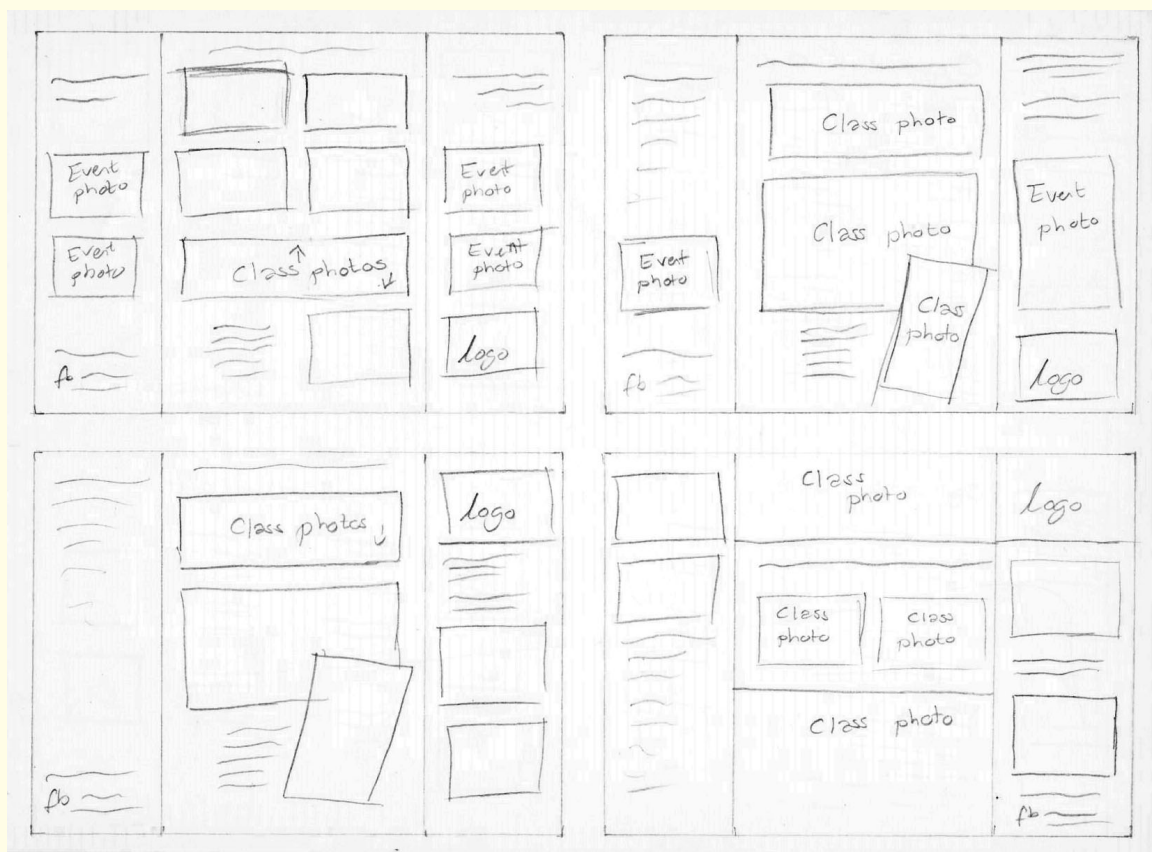


The first thing I did here was to make mock-ups of a Gatefold and a Z Fold brochure, as my client told me one of those was what they would like. Making mock-ups was another of Nigel French's tips, and one I found to be very clever. It quickly let me see how large the different panels would be, and how many photos might work on one page before they would end up being too small etc. It also helped me to easier see which page would go where.

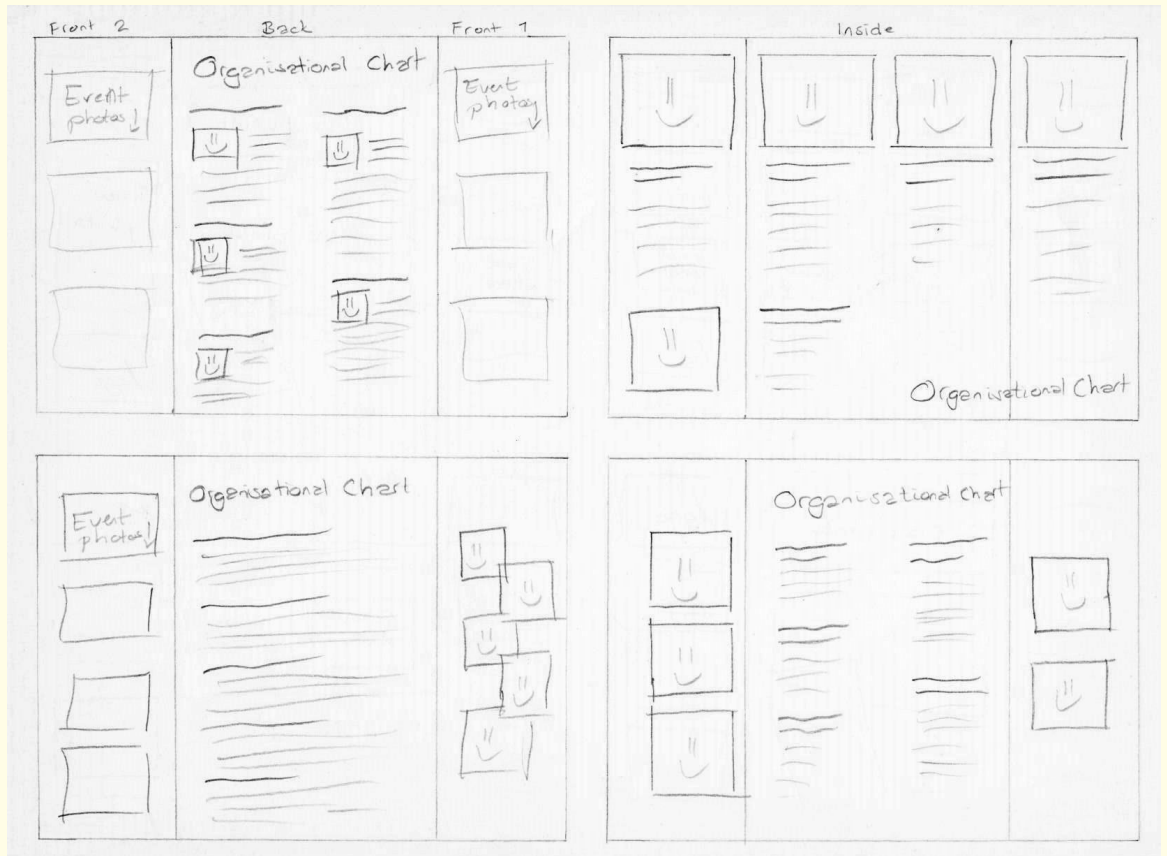




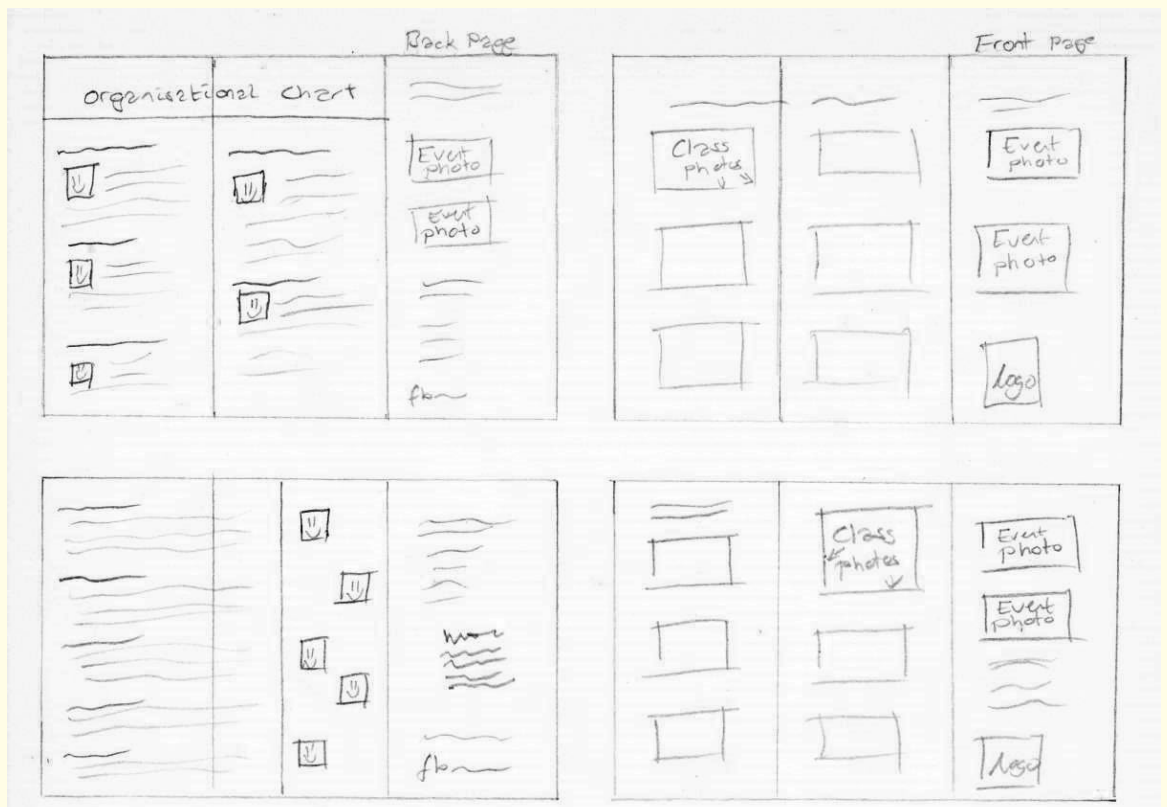
The sketches I then made were, as always, rather rough, just to see where images and text could go. Below are my first ideas for the front and back sides of a Gatefold brochure. This is where the class information would go, as well as the photos from classes and events. Since this basically is the outside of the brochure, it was important to make sure it looks flattering and interesting, and somehow catches attention.

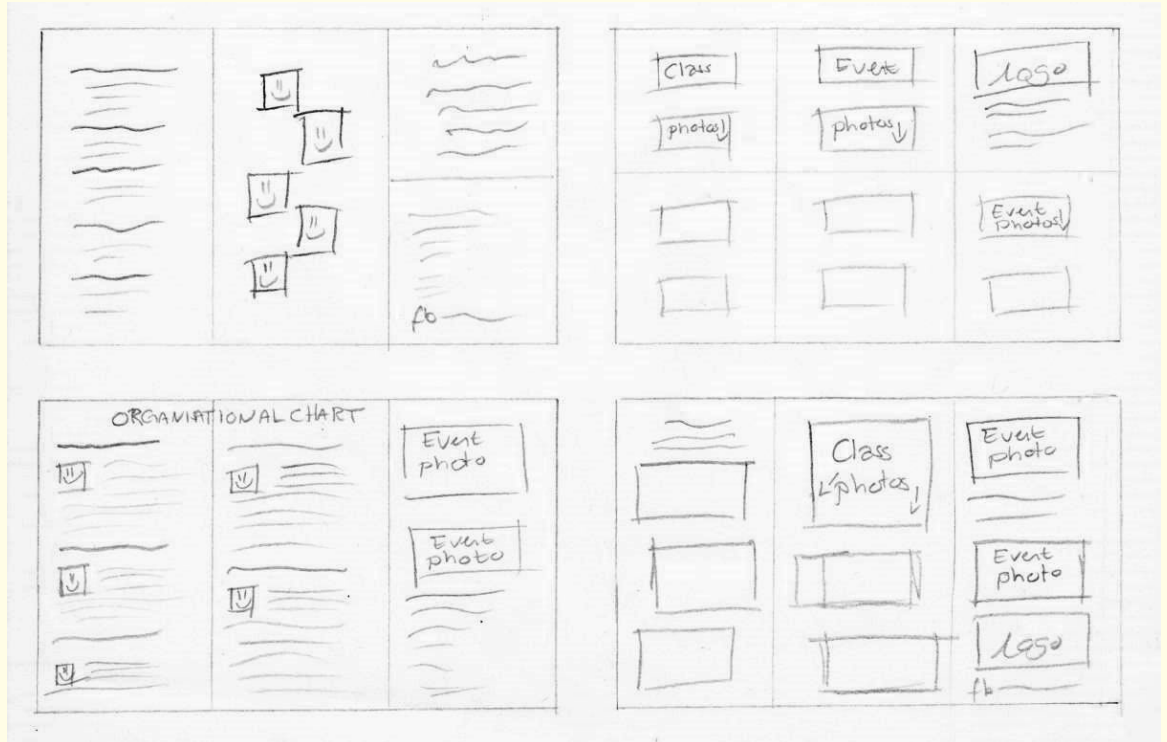


Ideas for the inside of a Gatefold brochure, where we would have the organisational chart.



Ideas for a Z Fold brochure. On the front page we wanted the club's logo, some photos and maybe some text, and on the back we wanted the class information etc. Again was it important to design an interesting front page to get people's attention, and then a good design to keep the attention.



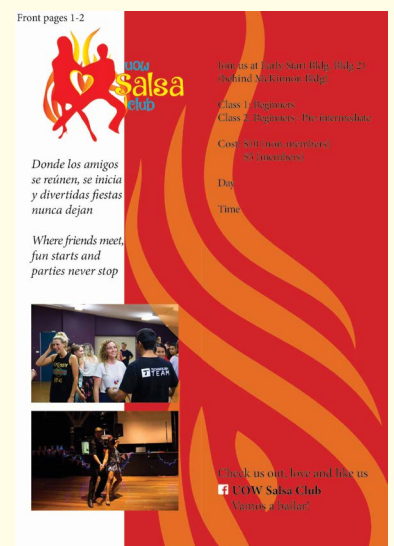
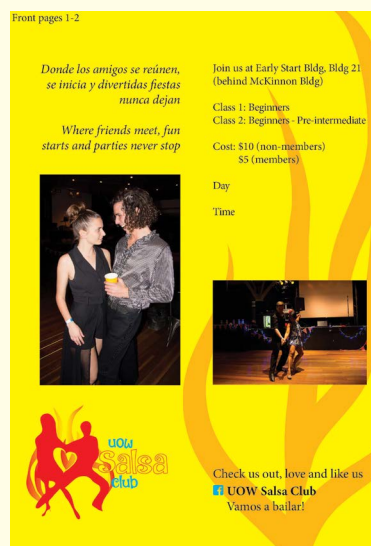
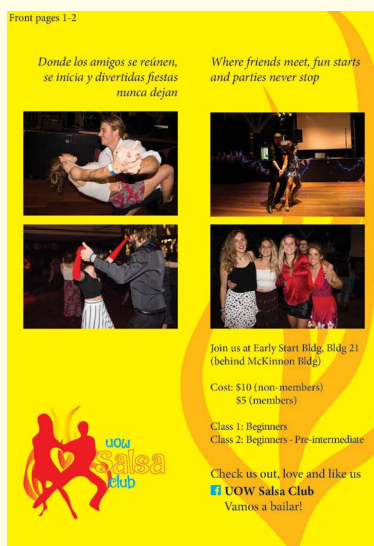


### Digital Sketches

In InDesign I set up these ideas and once again sent it over to my client. I first set up a few ideas for a Gatefold brochure. Here I made sure to set up my ideas in a way that would let them see how it would be when both closed and open.

Below are a few of my front page ideas, in which I made sure to use grids, and had all the necessary information visible from the start. I decided to use red and yellow to try out these ideas. Blue wouldn't work because the colour would make it seem too cold - and this needs to be happy, exciting, fun and warm.

Even though they would split on the middle, I tried making the design work across this split, so e.g. the flame would come together and be a whole when the brochure is closed. I think this makes for a little bit more of an interest, and just adds a little extra to the design.





Ideas for the organisational chart on the inside of a Gatefold brochure.



## ORGANISATIONAL CHART

**TODD HARDINGHAM - PRESIDENT**

Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

**JONAS LOBITZ - VICE-PRESIDENT**

B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

**DAN SIMPSON - TREASURER**

B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

**LACHIE MACPHERSON - SECRETARY**

B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

**VÉNUS (VEE) ARQUEZ - INSTRUCTOR/CHOREOGRAPHER**

MA (Education). Love and breath Latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.





**TODD HARDINGHAM - PRESIDENT**

Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.



**JONAS LOBITZ - VICE-PRESIDENT**

B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf



**LACHIE MACPHERSON - SECRETARY**

B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.



**VÉNUS (VEE) ARQUEZ - INSTRUCTOR/CHOREOGRAPHER**

MA (Education). Love and breath latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.

## ORGANISATIONAL CHART



## ORGANISATIONAL CHART

### TODD HARDINGHAM - PRESIDENT



Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

### JONAS LOBITZ - VICE-PRESIDENT



B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

### DAN SIMPSON - TREASURER



B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

### LACHIE MACPHERSON - SECRETARY



B. Comms w/ Journalism & Marketing & Advertising. I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

### VÉNUM (VEE) ARQUEZ - INSTRUCTOR/ CHOREOGRAPHER



MA (Education). Love and breath Latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.

## ORGANISATIONAL CHART

### TODD HARDINGHAM - PRESIDENT



Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

### JONAS LOBITZ - VICE-PRESIDENT



B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

### DAN SIMPSON - TREASURER



B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

### LACHIE MACPHERSON - SECRETARY



B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

### VÉNUM (VEE) ARQUEZ - INSTRUCTOR/ CHOREOGRAPHER



MA (Education). Love and breath latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.





These spreads show the outside of my Gatefold brochure ideas. They also show where the front pages split.

Front Page 2

Where friends meet, fun starts and parties never stop



Check us out, love and like us  
[UOW Salsa Club](#)  
Vamos a bailar!

Back Page

Before magic happens...practice practice practice...



Front Page 1

Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan



We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams



Front Page 2

Join us at Early Start Bldg, Bldg 21 (behind McKinnon Bldg)

Class 1: Beginners  
Class 2: Beginners - Pre-intermediate

Cost: \$10 (non-members)  
\$5 (members)

Day

Time



Check us out, love and like us  
[UOW Salsa Club](#)  
Vamos a bailar!

Back Page

Before magic happens...practice practice practice...



Front Page 1

Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan

Where friends meet, fun starts and parties never stop



We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams




Front Page 2

Join us at Early Start Bldg, Bldg 21  
(behind McKinnon Bldg)

Class 1: Beginners  
Class 2: Beginners - Pre-intermediate

Cost: \$10 (non-members)  
\$5 (members)

Day  
Time

Check us out, love and like us  
 **UOW Salsa Club**  
 Vamos a bailar!

Back Page

*Before magic happens...practice practice practice...*



*We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams*

Front Page 1



*Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan*

*Where friends meet, fun starts and parties never stop*



*We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams*

**Join us!**

**Movement Room  
Early Start Bldg 21  
(behind Mc Kinnon Bldg)**

**Cost \$10 (non-members)  
\$5 (members)**

**Class 1 Beginners  
Mondays 7pm-9pm**

**Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm**

Check us out, love and like us  
 **UOW Salsa Club**

*Before magic happens...practice practice practice...*



*Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan*

*Where friends meet, fun starts and parties never stop*







I set my Z Fold layout ideas into three rather unique designs. Again, I based it on either red or yellow to keep the club's happy, warm mood. I tried dividing the panels in a few different ways to see what my client liked. In the three following ideas the front page is on the top to the right, and the back page on the bottom right.

**YELLOW Z FOLD** Front Page

*Before magic happens... practice practice practice...*

*Where friends meet, fun starts and parties never stop*




**YELLOW Z FOLD** Back Page

## ORGANISATIONAL CHART

**TODD HARDINGHAM - PRESIDENT**



Marketing, Spanish photography, surf slackline salsa are hobbies. I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

**JONAS LOBITZ - VICE-PRESIDENT**



B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

**DAN SIMPSON - TREASURER**



B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

**LACHIE MACPHERSON - SECRETARY**



B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

**VÉNUS (VEE) ARQUEZ - INSTRUCTOR/CHOREOGRAPHER**



MA (Education). Love and breath latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.

*Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan*




Join us at Early Start Bldg, Bldg 21 (behind McKinnon Bldg)

Cost: \$10 (non-members)  
\$5 (members)

Class 1: Beginners  
Class 2: Beginners - Pre-intermediate

Day  
Time

Check us out, love and like us  
 **UOW Salsa Club**  
 Vamos a bailar!

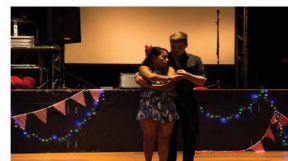


RED & WHITE Z FOLD

*Before magic happens...  
practice practice practice...*



Front Page



*Where friends meet, fun starts and parties never stop*

*Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan*



RED & WHITE Z FOLD

**TODD HARDINGHAM - PRESIDENT**

Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

**JONAS LOBITZ - VICE-PRESIDENT**

B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

**DAN SIMPSON - TREASURER**

B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

**LACHIE MACPHERSON - SECRETARY**

B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

**VÉNUS (VEE) ARQUEZ - INSTRUCTOR/CHOREOGRAPHER**

MA (Education). Love and breath latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.



Back Page

Join us at Early Start Bldg, Bldg 21 (behind McKinnon Bldg)

Cost: \$10 (non-members)  
\$5 (members)


Class 1: Beginners  
Class 2: Beginners - Pre-intermediate

Day

Time

*We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams*

Check us out, love and like us

 **UOW Salsa Club**  
Vamos a bailar!





WHITE & YELLOW Z FOLD

*Before magic happens...*



*practice practice practice...*



Front Page



*Donde los amigos se reúnen, se inicia y divertidas fiestas nunca dejan*

*Where friends meet, fun starts and parties never stop*



WHITE & YELLOW Z FOLD

**TODD HARDINGHAM - PRESIDENT**

Marketing, Spanish photography, surf slackline salsa are hobbies, I enjoy dancing and love to see others realise how awesome it is, being able to socialise have fun and meet people without having to be plastered is so good.

**JONAS LOBITZ - VICE-PRESIDENT**

B. Eng Mechanical, surfing, hanggliding, climbing, boogying. Love the latino culture and dancing is one of those things that just makes you feel good. I leave with a big grin on my face, every time. #salsa4lyf

**DAN SIMPSON - TREASURER**

B. Eng Civil and Environmental, surf, playing music, climbing. Love learning about the rich cultural side of dancing and hopefully seeing it start to permeate through our society! And I like swinging my hips.

**LACHIE MACPHERSON - SECRETARY**

B. Comms with Journalism and Marketing & Advertising. Ah, I also enjoy marketing Spanish photography. Nah but I'm an avid collector of Australian interior design accessories and live for live music. Salsa is an incredible excuse to throw my booty around a room while meeting a bunch of legends in the process.

**VÉNUS (VEE) ARQUEZ - INSTRUCTOR/ CHOREOGRAPHER**

MA (Education). Love and breath latin dancing trained in flamenco, tango, ballet and modern contemporary. Fanatical about sports including tennis, athletics, kickboxing, soccer, skiing and anything that involves throwing, kicking and punching. Enjoys great food and wine and time with friends. Multilingual and a global nomad.



Back Page

*We dance for laughs  
We dance for tears  
We dance for madness  
We dance for fears  
We dance for screams*

Join us at Early Start Bldg, Bldg 21 (behind McKinnon Bldg)

Cost: \$10 (non-members)  
\$5 (members)

Class 1: Beginners  
Class 2: Beginners - Pre-intermediate

Day

Time

Check us out, love and like us

**UOW Salsa Club**

Vamos a bailar!



My client decided they wanted to go for a Z Fold brochure, and chose one of those designs, as they apparently were very happy with this design. They did, however have a few things they'd like to change, such as swapping certain photos, and they had also rewritten the text for the organisational chart. This text was longer than the original one, so this ended up being a little of a challenge, but I think I managed to work around that quite alright. This text did reflect the club and the committee a lot better, and was thus a change for the better.

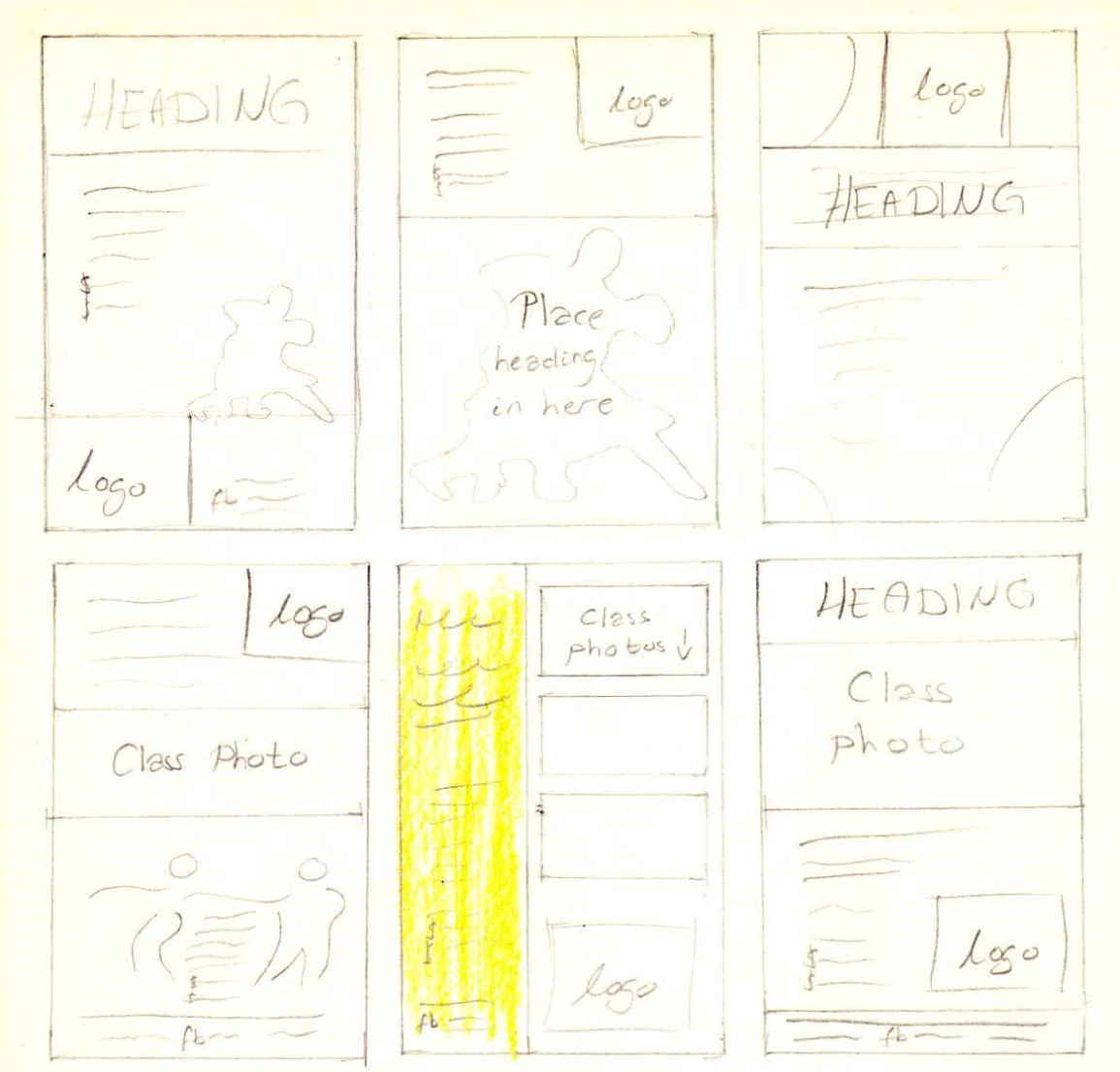
We sent a few e-mails back and forth in regards to these minor changes, but in the end I had a design for the brochure that they were very satisfied with, which to me was the most important thing during the entire project.

I chose to make the photos in the Organisational Chart in black and white, as one of the pictures I was sent didn't have colours. So to make sure they all had that similarity, I thought this would be a good way to keep consistency.

POSTERS AND FLYERS – The posters and flyers' purpose was very much the same as the brochure: to tell people about the club and inform them of where and when to join in on the dancing. My client sent me a few different headings - "No standing only dancing salsa," "If you stumble make it part of the salsa dance," "Dance salsa until your legs fall off," Live... breathe... dance salsa" and "There are short-cuts to happiness & salsa dancing is one of them" - they wanted on the different poster designs.

### Sketches

My sketches weren't based on the different headings, but I tried out a few ideas for different layouts etc.



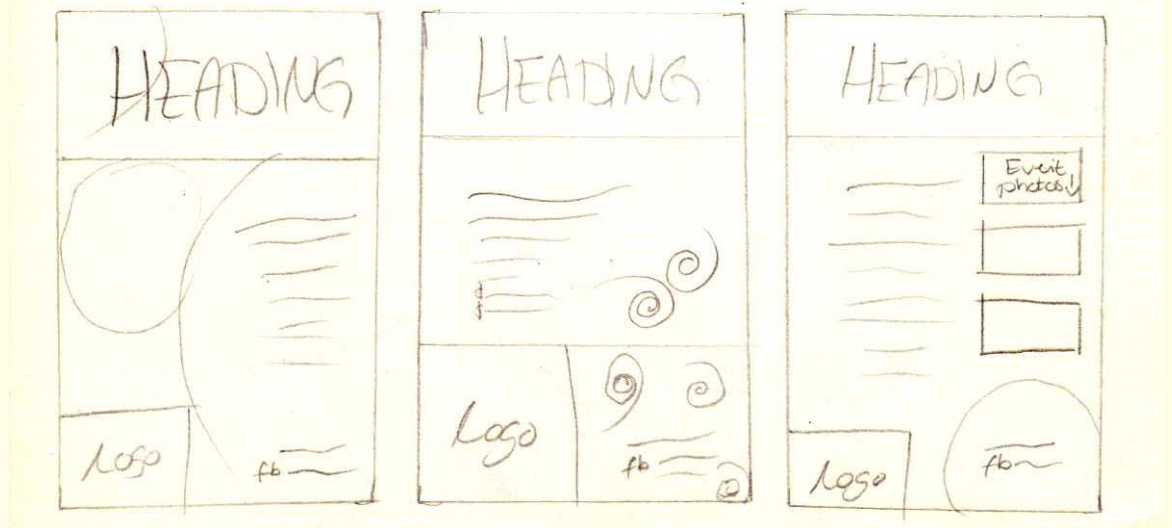


We went for the traditional portrait orientated poster. The elements we needed to include in all designs were the logo I created, the Facebook page name, and class information. The colouring I did (yellow) wasn't necessarily final colour suggestions, but more to show myself which areas "belonged" together as a background, or other boxes.

As with the brochure, it was important here as well, to make sure people would see it and to make it stand out a little from the crowd.







### Digital Sketches

As I then tried digitising these ideas in InDesign, I considered which writing would work better for the different designs, and soon made a selection of the best ideas, which I sent to my client.



We then did a few changes on the designs they preferred, such as changing some of the silhouettes, moving some text, etc., and also changing some of the actual text since they wanted a few changes there as well. Some of the changes were more drastic than others, but the end results are some both myself and my client were very happy with.



**BUSINESS CARDS** – The purpose of the business cards is to let students and others who wish to join the club get to know the Executive Committee Members, and let both current and future dancers know how to best contact them. There are five members represented in the Organisational Chart in the brochure, but as one of them will leave the club shortly, they only needed four cards.

**Sketches**

As with all the other products, I started out with some sketches by hand. Some were inspired by some of the cards I had on my moodboard, and some were just random ideas I had. I did, however think a lot about what Nigel French said in his *Lynda tutorial about business cards*, such as remembering to keep some breathing space etc. At this point I wasn't sure whether they would like portrait or landscape orientated cards, so I tried some designs for both.



Logo

UOW Salsa Club & Logo	LACHLAN MACPHERSON Secretary Number lachlan@uowsalsa.au
--------------------------------	--

Logo

QR  
fb uowsalsa

Logo	Daniel Simpson SNR MONEDERO AKA EL TESORO 0420 857 105 dps689@uowmail.edu.au  UOW salsa club c/- CSE Unicentre PO Box 0100 Wollongong NSW 2500 AUSTRALIA
------	---

Logo

UOW salsa Club  
c/- CSE Unicentre  
PO Box 0100  
Wollongong NSW 2500  
AUSTRALIA

	QR Code
	DANIEL SIMPSON Snr Monedero aka El Tesorero 0420 857 105 dps 689@uowmail.edu.au  fb UOW Salsa Club

Logo

fb uow salsa club

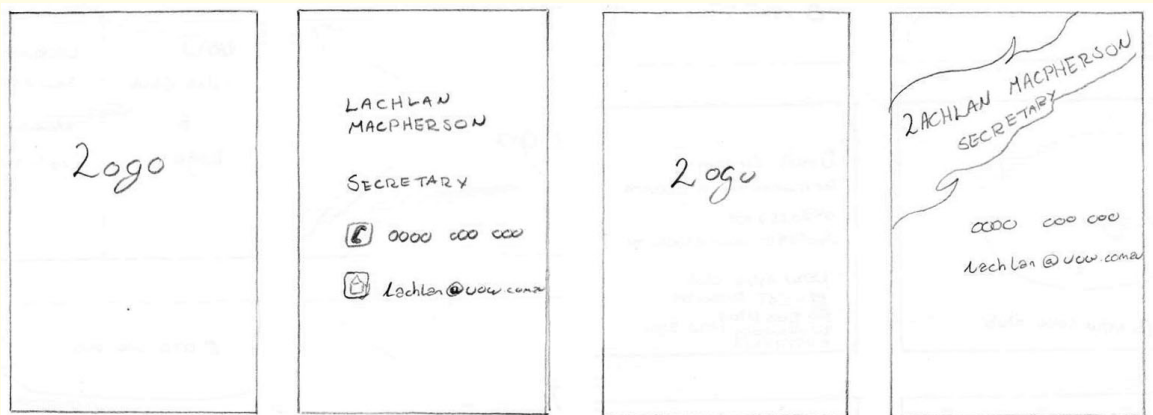
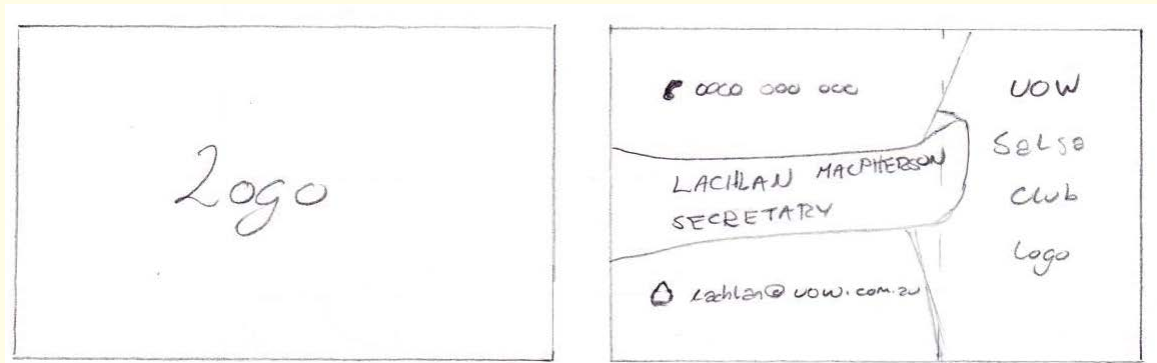
uow Salsa club	
Daniel Simpson Snr Monedero aka El Tesoro 0420 857 105 dps689@uowmail.edu.au	UOW Salsa Club c/- CSE Unicentre PO Box 0100 Wollongong NSW 2500 AUSTRALIA

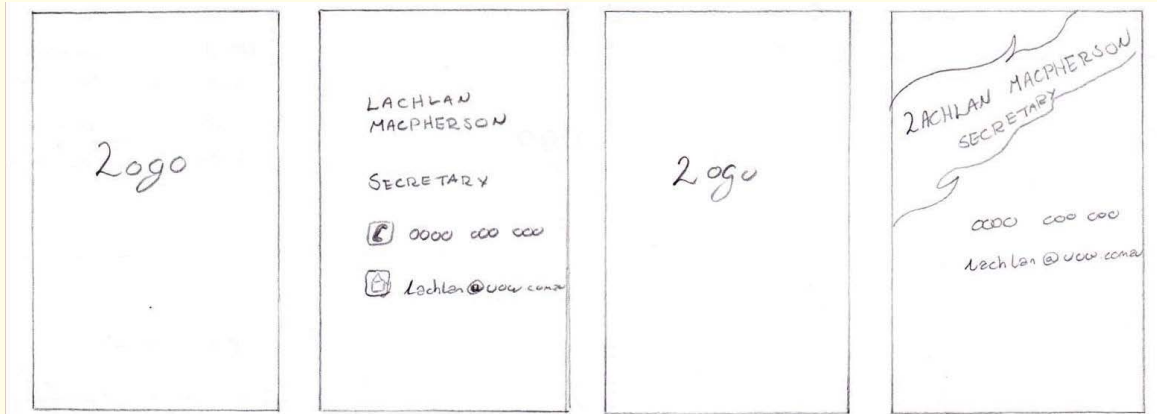
Logo

	UOW Salsa Club Daniel SIMPSON Snr Monedero aka El Tesorero 0420 857 105 dps689@uowmail.edu.au  c/- CSE Unicentre PO Box 0100 Wollongong NSW 2500 AUSTRALIA
fb uowsalsa club	



One of Nigel French' advices was to divide the card information, logo or other elements into one perfect square instead of having it go all the way over the card. This is why I have divided pretty much all of the cards like that. As I was working with it I also saw the benefit of doing this, as I think it made the card look very neat and organised.





### Digital Sketches

I brought my ideas with me into InDesign, and further sent those over to my client, who chose the layout for the card.





Following came the process of creating a design for the card, and I tried some with the sun (personal request from the client, as they liked a sun I had used on one of the posters), and some with other silhouettes from the posters etc., just to try a few different things.



While making the design of the card I used the longest name, position, and e-mail to make sure I chose a font size that would work also for the longest texts. My client then made their choice, and the business cards were done. We also discussed the colour of the name, and decided to have this in black as rest of the text. The person's position, phone number and e-mail are all in semibold, while the club's address is regular.

PROFILE MANUAL – This part of the assignment was the one I was dreading the most, as I had no idea how to write one. So the Internet became a good friend of mine when trying to find out what to include and how to set it up. *Design Shack* had a good explanation of certain things to include, though, and also provided several examples of other manuals, which I found very helpful.

Going through all these examples I found a lot of inspiration in regards to what I should include. I also saw that a lot of them did not have much text on each page, so this is something I ended up doing myself too. The manual is in many ways inspired by the design of some of the products I have created, and I think it really communicates the club's personality.



## DESIGN CHOICES

### *Style/Genre*

By utilising primary, strong colours both my client and I believe we have ended up with a print production that helps define the club. Like they said when I first asked them to tell me how they imagined their design to be, they wanted it to be happy and vibrant, hot and exciting, passionate and fun. So this is the style we have been working with throughout the entire production.

### *Layout/Grid*

Composition is always important to consider, so I have become good friends with grids over the past few weeks. These help ensure that everything is lined up next to each other in a way that creates order, and also some consistency. Text and logo has been lined up in relation to the margins, and when I have used images I have done this with these as well.

### *Typography*

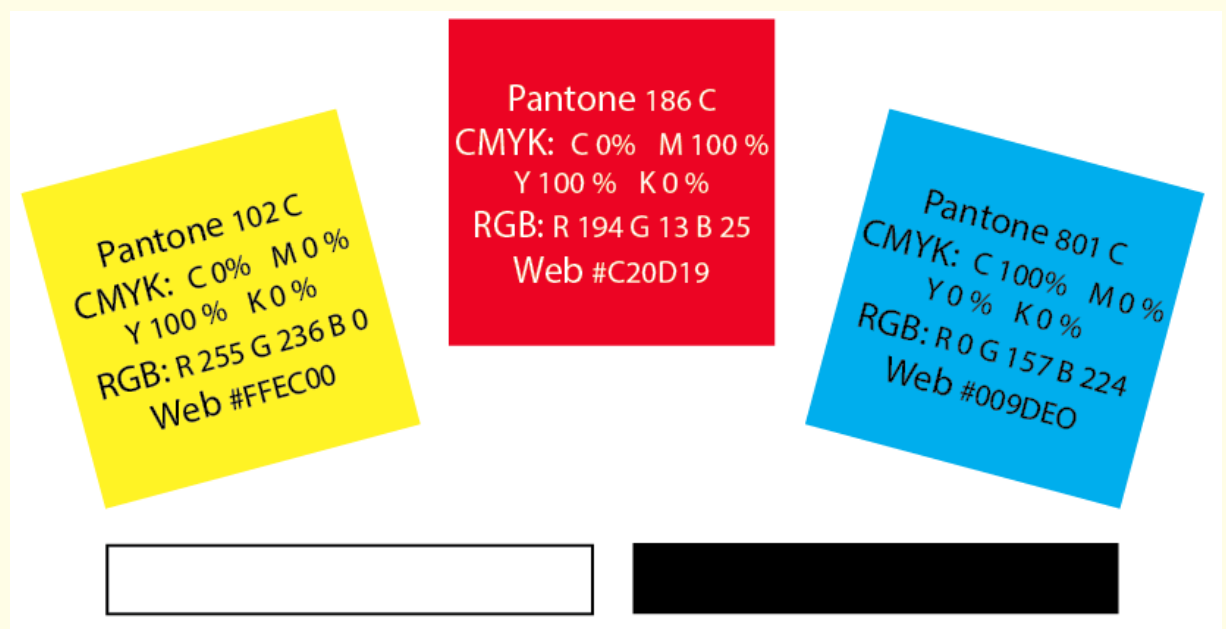
We ended up using three typefaces for the products. These are Myriad Pro, DK Jambo and Mathilde. The body copy font is Myriad Pro, released in 1992, designed by Robert Slimbach and Carol Twombly. This is a sans serif font with a humanistic treatment of letter proportions and design details, which has ensured the design to retain warmth and readability. The family consists of a wide variety of weights and widths, and has clean, open shapes and extensive kerning pairs.

For the logo I used DK Jambo: a font designed by Davir Kerkhoff. It is a happy font with organic shapes and swirls. This font works for shorter headings as well, but because of the bold letters the point size needs to be a bit larger, and there really can't be too many words.

Mathilde is the font I used for longer headings where DK Jambo would be too exhausting for the eye. I think this is a font that really helps remind people that the club is meant to be fun, yet still be a little elegant. Mathilde by Lee Batchelor is a handwritten, cursive/print hybrid typeface. The font is an OpenType font based on an actual handwriting and then made to be computer-usable.

### *Colours*

To best reflect the club, they wished to use primary colours, to make it seem as vibrant and happy as it possibly can be. So red, yellow and blue have been the main colours, as well as some black and white. These colours have been the basis for the designs in all products, as this ensures consistency and makes it more obvious that these are all products by the same club.



*Webdesign* describes red as a colour that is “part of the warmer color family,” and “a strong, emotionally-intense color.” Yellow, which is also a warm colour “is a bright, creative color,” while blue is “the coolest of all the main colors”, and “is often seen as a very reliable and tranquil color.” Using these three colours together creates a very strong and powerful design which easily draws attention. Blue is, as earlier mentioned, the lesser used colour in the designs, exactly because it is a very cold colour.

However, using some black and white is also a good thing, as too much use of primary colours may become too stressful to look at. Black and white calms it down a little, and may work better on longer texts.

### ***Elements***

I created a variety of illustrations to go with the design. In Illustrator I produced a selection of silhouettes of dancers. The other main symbols I made (also in Illustrator, as this allows them to change the symbols’ size to exactly the one they want and need), and will be kept using in later products as well, are flames, the sun, and spirals.



I think these elements work very well with the design for UOW Salsa Club because they are organic, and they are easy to integrate into a design without them necessarily taking too much attention. At the same time they have a good potential of making it possible to create unique designs over and over again.

## SELF EVALUATION

### *Reflection around finished product*

I am very happy with the designs I have created, for all products. The colour theme I have used is consistent over all designs, and binds them together nicely. The fonts used seem friendly and easy-going, just like the club, and also the organic elements back this up. I also believe it is easy to understand what kind of club this is. The logo quickly says dancing, not only because of the name, but also the icon.

The designs for especially some of the posters and the brochure vary quite a lot, but I don't think this is a bad thing at all. First of all, the posters are meant to be alternated between over a year or so and meant to be a little different from one another, and secondly, this is a club a lot of different people should be able to somehow relate to.

### *Development and Process*

The process of designing these products was a long and challenging one. I do, however, believe this long process helped me get an end result that not only I, but also my client, enjoy. Over the weeks I had good contact with my client, and despite the geographical distance between us, and time zone issues we had, we managed to communicate clearly. My client said towards the end of the project that I had done "exceptionally well to translate [their] vision for the club into what [I] did," which of course to me is the best feedback I could receive from them.

Since the products had to work with the club, it was always very important for me to let my client have a say in regards to how they wanted everything to look. Our personal tastes may not always be the same, which was something I saw while working on this project, but for me the most important part is that they are happy. Besides, I would never have given them a design I personally didn't think would work. I do believe everything I have designed works well for this club.

What this assignment truly has taught me is to work with a client. I have seen that good communication with the client is crucial to produce something that everyone will enjoy. I have also learnt more about how to design everything from logos, brochures, posters, and business cards, become more confident in both Illustrator and InDesign, and I even found myself thinking Profile Manuals were fun to write.

I was very worried when I first realised I had to contact a client myself, but I was very lucky in finding UOW Salsa Club, and now feel a lot more confident in contacting future clients. It was at times a challenge, though – but when my client finally said, "You weren't aware I expect nothing but perfection, and you delivered!" I felt truly happy.

## SOURCES AND REFERENCES

*Monika RH Design - GRAP*

<https://monikarhdesign.wordpress.com/category/grap/>

*Moodboards*

<https://uk.pinterest.com/moonierh/salsa/>

*Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media.* David Dabner, Sheena Calvert and Anoki Casey. Unit Three, Fundamentals of Typography (Pages 62, 70). Unit Four, Fundamentals of Colour (Pages 92, 94, 97, 98). Fourth Edition.





*Logo Design Workbook: A Hands-On Guide to Creating Logos.* Sean Adams and Noreen Morioka with Terry Stone. Part Four, What Is a Logo? (Pages 16-18). Part Five, The Ten Rules (Pages 23, 25). Part Six, Logo Development (Pages 46, 50, 56).

*Visual Arts, Organic and geometric shapes*

<http://visualartspdsf.blogspot.no/2012/02/organic-and-geometric-shapes.html>

*Webdesign, Understanding the Qualities and Characteristics of Color*

<http://webdesign.tutsplus.com/articles/understanding-the-qualities-and-characteristics-of-color--webdesign-13292>

*Characteristics – Salsa Dancing*

<http://kramirezsalsa2nd.weebly.com/characteristics.html>

*Salsa Dance History*

[http://dance.lovetoknow.com/Salsa\\_Dance\\_History](http://dance.lovetoknow.com/Salsa_Dance_History)

*BBC – GCSE Bitesize: Salsa*

[http://www.bbc.co.uk/schools/gcsebitesize/music/music\\_dance/paired\\_dance3.shtml](http://www.bbc.co.uk/schools/gcsebitesize/music/music_dance/paired_dance3.shtml)

*Slideshare: Difference between flyers, brochures, posters & leaflets*

<http://www.slideshare.net/interactivebees/difference-between-flyers-brochures-posters-leaflets>

*Formax Printing, Business Printing: The Difference between a Flyer and a Brochure*

<http://www.formaxprinting.com/blog/2010/02/business-printing-the-difference-between-a-flyer-and-a-brochure/>

*Difference Between, Difference Between Flyers and Posters*

<http://www.differencebetween.com/difference-between-flyers-and-vs-posters/>

*Design Shack, How to Build a Brand Bible & Visual Style Guide*

<https://designshack.net/articles/graphics/how-to-build-a-brand-bible-visual-style-guide/>

### **Noroff Lessons**

*Idea Development, Week 2, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week02/idea-development.html>

*Sketching Techniques, Week 3, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week03/sketching-techniques-lesson1.html>

*Brand Identity, Week 4, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA109/week04/brand-identity.html>

*Typography, Week 5, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week05/typography.html>



*Colour Theory, Week 6, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week06/colour-theory.html>

*Layout, Week 9-10, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week09/layout.html>

*Print Preparation, Week 11, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week11/print-preparation.html>

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week11/optional-extra-print-preparation.html>

## **Fonts**

*Dafont.com, DK Jambo Font*

<http://www.dafont.com/dk-jambo.font>

*Dafont.com, Mathilde Font*

<http://www.dafont.com/mathilde.font>

*Leeviathan, "Mathilde" free, handwritten cursive-hybrid OpenType font*

<http://leeviathan.com/portfolio-item/mathilde-free-handwritten-opentype-font/>

*Fonts, Myriad Font Family*

<https://www.fonts.com/font/adobe/myriad>

*Typekit, Myriad Pro*

<https://typekit.com/fonts/myriad-pro>

## **Lynda.com Tutorials**

*Designing a Logo, by Nigel French*

<http://www.lynda.com/Illustrator-tutorials/Designing-Logo/673-2.html>

*Designing a Brochure, by Nigel French*

<http://www.lynda.com/InDesign-tutorials/Designing-Brochure/360615-2.html>

*Designing a Poster, by Nigel French*

<http://www.lynda.com/Illustrator-tutorials/designing-an-event-poster-hands-on-workshop/741-2.html>

*Designing a Business Card, by Nigel French*

<http://www.lynda.com/InDesign-tutorials/Designing-Business-Card/370604-2.html>



# PROJECT DESCRIPTION

## INTRODUCTION

For my Project Exam in semester 1 I wish to work with UOW Salsa Club at the University of Wollongong in Australia. This client is looking for a logo, a brochure/chart, posters, and business cards - all of which I think sound very exciting to work with.

### *Name*

Vee Scarlett Brandy, UOW Salsa Club

### *Company/Concept*

The UOW Salsa Club is one of the many clubs at UOW. It is a people centred (client focused) club, designed to enable both students, staff and non-students at the university to have access to affordable dance tuition, and at the same time broaden each individual's social network by getting to know people outside the university or work. This also provides a social outlet from all the strains and constraints of academic pursuit or work for those who are non-students within a social, friendly and inclusive environment encouraged by a dynamic team consisting of current students. These students (the Executive Committee members) come from varying areas of studies and life experiences in and out of the university.

### *Profile*

They wish to be portrayed as having a fun and friendly club environment, complemented by an über friendly and helpful team. The team's wishes are to get more out of life and to leave a legacy for future students to continue to grow and develop in years to come.

### *Vision*

In the future they wish to go from strength to strength, and be the most talked about and fun society who not only meet behind closed doors, but who bring the action direct and involve the people to make even the smallest of difference in their lives (be it at the university or outside). They want to be a well recognised club, and continually funded for bringing a social dynamic which any institution should support and embrace for betterment of all students and non-students' experiences.

### *Target Group*

The target group are all UOW students and staff (including Alumni), as well as non-students from the University. The age group is 18+ and all genders are welcome to join.

### *Why did I choose exactly this client?*

I chose this client for a few different reasons: In 2015 I was a student at UOW myself, and I know how hard it can be to meet new people and make friends, so I really like the clubs associated with the university. These clubs bring people together and make it easier to get to know other students, and in the UOW Salsa Club you also get some cheap exercise.

Another thing is that the Committee members are very dedicated to the club. They all love dancing and want to make it accessible for everyone to enjoy, and wish to leave the club at UOW as a legacy for future students.

Thus, the reason I chose this client is that I want to support a club that first of all helps students make new friends, but also because the Committee members themselves are incredibly dedicated. I think it would be nice to support these young students who really go out of their way to let other students get the chance to do something they love.

### ***Problem Solving (Products)***

Logo – At the moment the club doesn't have a logo, but they would very much like to get one. The client's wishes is a quite simple design with clean lines, and they wish to have it be rather vibrant. We would work with primary colours for this, and this is better explained under "Design."

Club Organisational Chart – A friendly easy going type brochure reflecting the Committee members and the club.

I have been asked to make a club profile brochure introducing the Executive Committee Members so the target group will get to know them. In this brochure they wish to give a short background bio for each executive member, such as the President, Vice President, Treasurer, Secretary, and Instructor/Choreographer. Another element of the brochure would be to include their photographs and images from their classes, workshops etc.

The idea behind the brochure is to let it be easy for people to learn about the club, and where the times of classes will be written. This will be a brochure of about 2-4 pages, consisting of a title page, club organisational chart, as well as images from the club and classes in action.

Club Posters & Flyers – The club is looking for 3 one page posters and flyers with the following information: The Event – What, where, when & how much? The club would like posters that would represent the club and its lessons, and social dancing. Every Monday from 7 to 8 pm they have an hour class/lesson, followed by social dancing to practice the learnt skills and just have fun. It costs \$5 to participate. They wish to have three posters with the same type of information, but different design etc. just to have something to alternate between.

Business Cards – The Executive Committee Members would all like their personal business cards with their respective roles. What they wish is to on the front have the Club Name (UOW Salsa Club), the name, position, phone number and email of the person, and the logo on the back. This means that even though there would be a few different cards, the only thing changing is the personal information, and the rest would stay the same for each card.

### ***Design***

As mentioned, the club doesn't have a logo (which is why they want me to make one), but for their Facebook page and events they have a few images they use – and they would like to keep the same theme (see examples below). They would like to use primary colours to make sure it is vibrant and happy, as this would very well reflect the club.



The club is happy with not using any real faces, but silhouettes, and would like to keep these in the new design. Since some of the images they have used even have copyright symbols on them, I would make new ones. Make silhouettes of dancers, and play around with happy colours, and different organic shapes.



### ***Finish Date***

My plan is to finish and submit my project the 24th of June, after having worked on it for four weeks straight, and putting 160 hours in.

## **CONCLUSION**

In spending four weeks on this project, I wish to produce a logo, a brochure/chart, poster and flyer, and business cards for UOW Salsa Club in Australia, as well as making a design manual. The design will very much be inspired by the images attached; the use of strong colours, and silhouettes where people are part of the design.

Day	Date	Time	Hour(s)	Responsible	Activity	Details	Deadline
<b>Monday</b>	30/05/16	09.00-17.00	8	Monika	Research	Websearch (logo, brochures)	
<b>Tuesday</b>	31/05/16	09.00-17.00	8	Monika	Research	Websearch (posters/flyers, business cards), Talk to client	
<b>Wednesday</b>	01/06/16	09.00-17.00	8	Monika	Idea Development	Find inspiration, Sketches	Finish research
<b>Thursday</b>	02/06/16	09.00-17.00	8	Monika	Idea Development	Sketches	
<b>Friday</b>	03/06/16	09.00-17.00	8	Monika	Logo	Sketches, digitize logo	
Saturday			-				
Sunday			-				
<b>Monday</b>	06/06/16	09.00-17.00	8	Monika	Logo	Continue work on logo	
<b>Tuesday</b>	07/06/16	09.00-17.00	8	Monika	Logo	Digitized logo	
<b>Wednesday</b>	08/06/16	09.00-17.00	8	Monika	Logo & Brochure	Finish up logo, Brochure Sketches, Talk to client	Finish logo
<b>Thursday</b>	09/06/16	09.00-17.00	8	Monika	Brochure & Poster	Digitize Brochure	
<b>Friday</b>	10/06/16	09.00-17.00	8	Monika	Brochure & Poster	Continue work on Brochure	
Saturday			-				
Sunday			-				
<b>Monday</b>	13/06/16	09.00-17.00	8	Monika	Brochure & Poster	Digitized Brochure, Poster sketches	Finish Brochure
<b>Tuesday</b>	14/06/16	09.00-17.00	8	Monika	Poster	Digitize poster	
<b>Wednesday</b>	15/06/16	09.00-17.00	8	Monika	Poster	Digitized poster	Finish Poster
<b>Thursday</b>	16/06/16	09.00-17.00	8	Monika	Business Cards	Business Card sketches	
<b>Friday</b>	17/06/16	09.00-17.00	8	Monika	Business Cards	Digitize Business Cards, Talk to client	Finish Business Cards



Saturday			-				
Sunday			-				
Day	Date	Time	Hour(s)	Responsible	Activity	Details	Deadline
<b>Monday</b>	20/06/16	09.00-17.00	8	Monika	Research - Design Manual	Online research, start design manual – sketches, digitize	Start Design Manual
<b>Tuesday</b>	21/06/16	09.00-17.00	8	Monika	Design Manual, Report	Finish Design Manual, Start writing the report (make notes throughout the whole period)	
<b>Wednesday</b>	22/06/16	09.00-17.00	8	Monika	Report	Write report	
<b>Thursday</b>	23/06/16	09.00-17.00	8	Monika	Report	Finish report	Finish report
<b>Friday</b>	24/06/16	09.00-17.00	8	Monika	Final preparation, Submit assignment	Make sure everything is ready for submitting – Print report, etc	Submit GRAP
Saturday			-				
Sunday			-				

Total number of hours: 160



# If you stumble make it part of the salsa dance

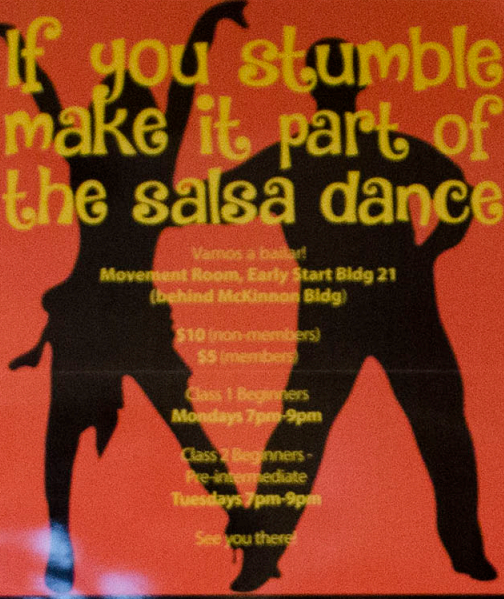

Vamos a bailar!  
Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)


\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!

Check us out, love & like us  UOW Salsa Club

# No standing only dancing salsa



Vamos a bailar!  
Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)


\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!

 UOW Salsa Club  
Check us out, love and like us

# Live... breathe... dance salsa


Vamos a bailar!  
Movement Room,  
Early Start Bldg 21  
(behind McKinnon  
Bldg)


\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!

Check us out, love & like us  UOW Salsa Club


# Dance salsa until your legs fall off!



Vamos a bailar!  
Movement Room, Early Start Bldg  
21 (behind McKinnon Bldg)

\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners - Pre-intermediate  
Tuesdays 7pm-9pm

Check us out,  
love and like us  UOW Salsa Club

# There are short-cuts to happiness & salsa dancing is one of them


Vamos a bailar!  
Movement Room, Early Start  
Bldg 21 (behind McKinnon Bldg)



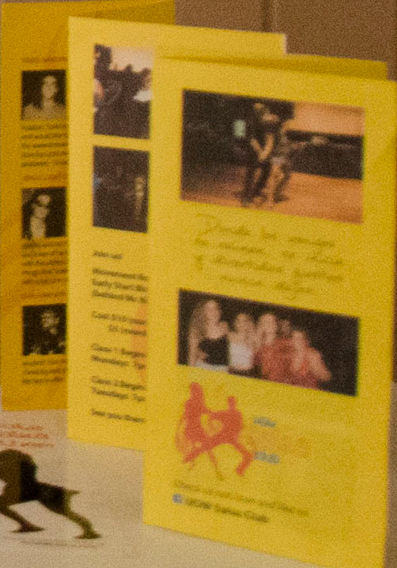
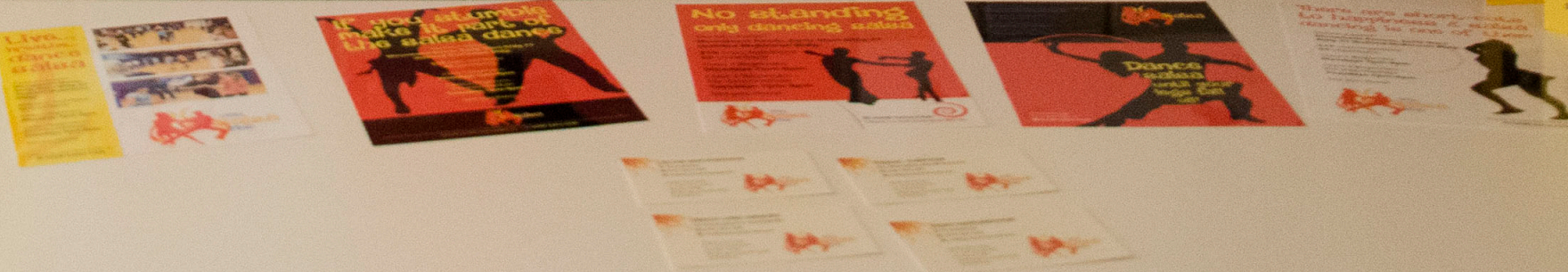
\$10 (non-members)  
\$5 (members)

Class 1 Beginners  
Mondays 7pm-9pm

Class 2 Beginners -  
Pre-intermediate  
Tuesdays 7pm-9pm

See you there!

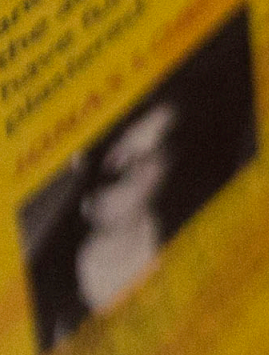
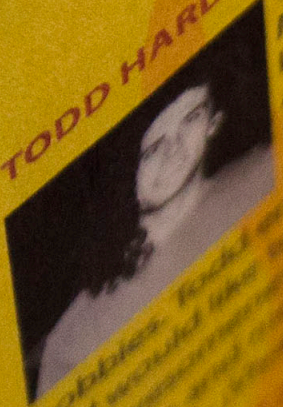
Check us out, love & like us  UOW Salsa Club



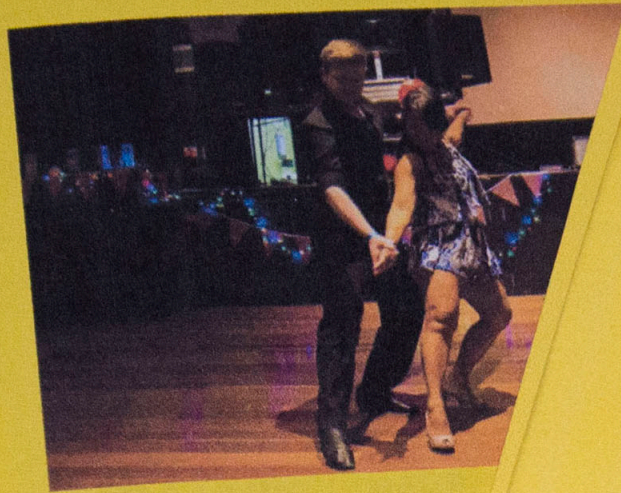
# ORGANISATI

**TODD HARDINGHAM - El Presidente**  
Todd is a super talented Marketing student with a terrific eye for photography and a mad about writing. He has a hobby of reading and would like to see the world. He has fun and enjoys his friends.

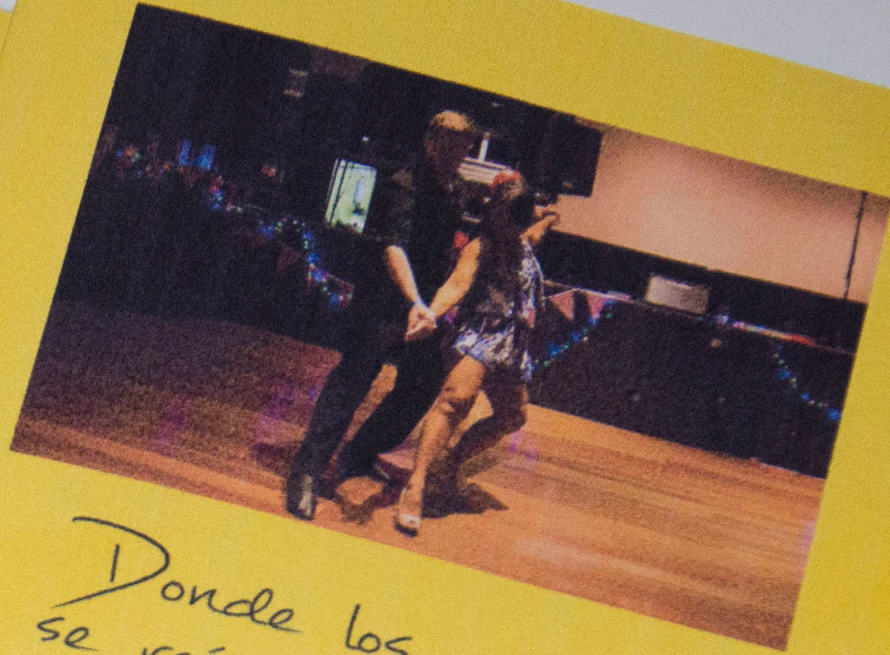


Student Body  
Marketing Student  
Faculty Advisor: [Name]  
[Additional text]

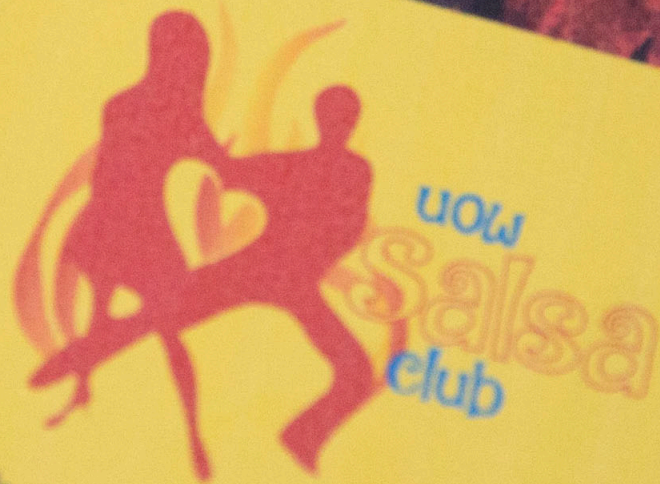





Donde los  
se reúnen  
y divierten  
nunca



Donde los amigos  
se reúnen, se inicia  
y divertidas fiestas  
nunca dejan



Check us out, love and like us  
 UOW Salsa Club



**DANIEL SIMPSON**

Snr Monedero aka El Tesorero

☎ 0447 842 609

✉ vr48@uowmail.edu.au

UOW Salsa Club  
C/- CSE U  
PO Box U100  
Wollongong  
AUSTRALIA

**TODD HARDINGHAM**

El Presidente

**VÉNUS (VEE) ARQUEZ**

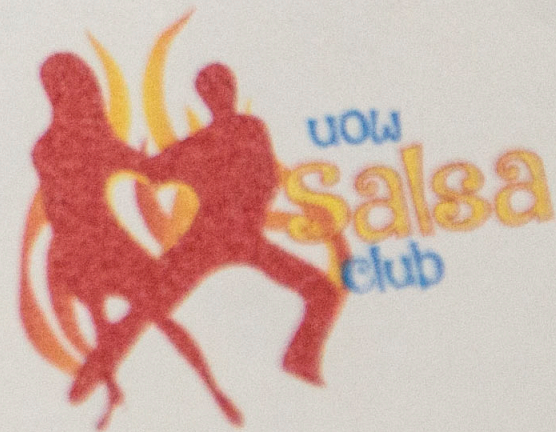
La Instructora y Coreógrafa

☎ 0447 842 609

✉ vr48@uowmail.edu.au

UOW Salsa Club  
C/- CSE Unicentre  
PO Box U100  
Wollongong NSW 2500  
AUSTRALIA

UOW  
**Salsa**  
club





# If you stumble make it part of the salsa dance


Vamos a bailar!  
**Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)**


**\$10** (non-members)  
**\$5** (members)

Class 1 Beginners  
**Mondays 7pm-9pm**

Class 2 Beginners -  
Pre-intermediate  
**Tuesdays 7pm-9pm**

See you there!



Check us out, love & like us  **UOW Salsa Club**

# No standing only dancing salsa


Vamos a bailar!  
**Movement Room, Early Start Bldg 21  
(behind McKinnon Bldg)**


**\$10** (non-members)  
**\$5** (members)

Class 1 Beginners  
**Mondays 7pm-9pm**

Class 2 Beginners -  
Pre-intermediate  
**Tuesdays 7pm-9pm**

See you there!



 **UOW Salsa Club**  
Check us out, love and like us

# Live... breathe... dance salsa


Vamos a bailar!  
**Movement Room,  
Early Start Bldg 21  
(behind McKinnon  
Bldg)**

**\$10** (non-members)  
**\$5** (members)

Class 1 Beginners  
**Mondays 7pm-9pm**

Class 2 Beginners -  
Pre-intermediate  
**Tuesdays 7pm-9pm**

See you there!

Check us out, love & like us  **UOW Salsa Club**





Vamos a bailar!  
**Movement Room, Early Start Bldg  
21 (behind McKinnon Bldg)**


**\$10** (non-members)  
**\$5** (members)

Class 1 Beginners  
**Mondays 7pm-9pm**

Class 2 Beginners - Pre-intermediate  
**Tuesdays 7pm-9pm**



# Dance salsa until your legs fall off!

Check us out,  
love and like us  **UOW Salsa Club**

# There are short-cuts to happiness & salsa dancing is one of them

Vamos a bailar!  
**Movement Room, Early Start  
Bldg 21 (behind McKinnon Bldg)**

**\$10** (non-members)  
**\$5** (members)

Class 1 Beginners  
**Mondays 7pm-9pm**

Class 2 Beginners -  
Pre-intermediate  
**Tuesdays 7pm-9pm**

See you there!



Check us out, love & like us  **UOW Salsa Club**

