

Flinders University Drama Association Rebrand

Dillon Hoare

I entered a design competition for the Flinders University Drama Association, a branch of FUSA at Flinders Uni. The competition required me to create a brand identity inspired by the original logo's design and colour palette, however the rest was up to the designer's creative decisions. For my design practical, I created a logo & colour scheme, a brand pattern, advertisements, uniforms, social media, business cards, and merchandise.

My design process began very early before I started mapping out my folio, which meant my methods were somewhat unconventional. I started my designs by coming up with some ideas for the logo. I played with the idea of each letter being different to symbolise the variety and flexibility of what theatre could be. I was inspired by contemporary graphic designers Abi Connick and Elliot Ulm, who push the boundaries of design and create fun and unique abstract ideas. I did this in my logo by mixing sans serif and serif type and creating new unique letters like a flowy U and pixelated D. This brought a subtle historical context of ancient theatre styles into a contemporary landscape. I experimented with a range of colour palettes once the typography was finished, and I ended up with four main colours, that can be swapped and exchanged to give the logo a fun refreshed look each time it's used.

For my merchandise, I was inspired by the styles of ancient Greek illustration usually present on pottery. With the symbol of two masks originating from ancient Greece, I thought an interesting way to capture it would be to use the duotone reverse line art style in a modern context. I was inspired by the story of Romeo and Juliet in my design, to create a contemporary version of the classic tale, told through two dancers' hand to hand, but separated by a column representing the stage. I believe it sits nicely beside the logo suite I created, as it ties in all that FUDA strives for by creating a safe and fun environment.

To make FUDA a versatile and creative platform, I dove into the realm of 3D, and created vibrant moving graphics to tie into the many other parts of my practical. I created four different scenes each with a distinct take on a letter from my logo. I was inspired by the creative 3D designer Intranetgirl, who manages to take retro and nostalgic ideas and bring them into a modern context. Each of my scenes was inspired by a different type of liminal space, to capture a kind of eerie comfort that makes the viewer intrigued and excited. With some like the U and A being bright and mystical, it conveys a connection to the past of theatre and the flowy nature of what FUDA can be with others like the D conveying a brand-new digital side, it shows that the student club is ready to step into the future. Each unique scene was able to be used in many of my separate designs, like posters and business cards, to tie in and unify an easily identifiable brand.

I believe that all my final designs meet the brief successfully. I branched out a lot through this creative process to create things like 3D designs and illustrations, that make a cohesive and coordinated brand identity. I didn't end up winning the design competition, however, due to the time constraints of the logo competition I didn't put the best of my final designs up for judging. However, even if I were able to spend the

time, I did for the current product to submit, the outcome would've probably been the same, as each designer is different, and the preferences for the students within FUDA probably would've preferred a design more straightforwardly theatre-related, however, I believe that my brand designs work very effectively as a professional brand identity that sits alongside the new Flinders logo nicely.

My final practical setup is an interactive experience with moving visuals that show all the different things I created once the viewer decides to look at them. I was inspired by a modern take on a Frutiger aero style of computer design, that includes fake apps and folders to showcase my designs that make you feel like you're using a real computer. I believe that the final setup stands out as an eye-catching body of works that could be recognisable from a distance. I believe that the practical perfectly conveys the form and function of my designs, by giving an example of what FUDA can achieve in the real world.

By the end of this project, I was very happy with my final designs, and I believe that they are the best possible quality I could've created. However, I was somewhat disappointed when I found out that my designs didn't win the competition. I knew that there would be many people who submitted an idea for the brand, but I felt as if I had poured a lot of effort into something that ended up not being seen. I was a bit disheartened by this at first, but it helped me realise that throughout the process I immensely developed as a designer, and I enjoyed creating what I did. If I had never created this design suite, I would have never learned the new skills and programs I am very excited to further develop my skills. I realised that there was importance in developing my skills in design, as my passion for creating runs deep within me. I think the overall aesthetic is similar to things I have created before, but the quality and amount of work I put into it made it even more worth it for the final product. My current design aesthetic is a mix of many different styles that I have explored, as I love constantly being inspired to create new things. In the future, I want to find out how I can push the boundaries of what I can create. I want to set goals and learn new things I don't yet know how to do, to further increase my abilities as a contemporary designer and have fun doing so.