PROJECT EXAM 2:
4ᵀᴴ SEMESTER

INTRODUCTION

During these seven weeks I have spent my days at GV Reklame in Verdal, where I already worked as a graphic designer. In addition to my normal work days working with a variety of clients and projects, I did some extra work developing a brand identity for a business called TimeTrack, as well as improving some of the branding at GV Reklame. By doing this I got to design many different products, and also worked with different clients, preferences, and types of businesses. TimeTrack is a new established business, while GV Reklame has been active for more than 30 years and thus already has quite a strong brand identity.

Interpretation of Task

For the last project exam at Noroff it was to my understanding that I could do an internship in the graphic design business. Since I already had a job at GV Reklame, I chose to use that as my work place. As I had no idea what projects would come in during this period however, I wanted to have a couple projects ready - and therefore got in touch with TimeTrack, who I designed a logo and a portable office for last year, to keep working on their identity. In addition to this my boss and I agreed that I would improve some branding at GV Reklame. By adding these two projects I would then have some more creative projects to show, should we not get too many creative projects from other clients during the seven weeks.

Report Structure

Since this project is sort of divided in three, I will reflect this in the report, and have all TimeTrack products gathered, the branding for GV Reklame next, and the GV Reklame projects last.

Products to Design

The products that would need to be done, and projects to do were the following.

> TimeTrack - Design Manual, including more logo versions, business cards, uniforms, label tags, letterhead, e-mail signature, design for velcro and fasteners, and stationery. Website profiles for three different websites/services (click *here for tidtaking.no* prototype, and *here for liveresultater.no*). A sponsorship poster. App icon. All these designs follow the same style, look and feel as what is done in the TimeTrack logo and the portable office I designed in August 2017. This includes using the colours orange and blue as main colours, the font Myriad Pro, and some silhouettes and the "TimeTrack" stripe as elements.

> GV Reklame Branding - Light board branding updated (modify logos, product photos, magazine ad, photos with article numbers for website, table for internal use with more information). Newspaper ad for the business, new car decoration for the new business car, and back walls for our booth at a fair trade show for light boards.

> GV Reklame Other Projects - These projects ended up including products such as car decorations, posters, road signs, label tags, trail signs, anniversary logo, decoration of new offices, vectorising of files, meeting with clients, talking to other design companies to have certain things produced, trailer design, and more.

Introduction

RESEARCH AND WORK PROCESS

Most of my research during this period was done for TimeTrack; the main/most creative part of the seven weeks. Because of this the research and analysis below focuses on this business and project.

Research and Analysis

> TimeTrack - The brothers behind TimeTrack focus on three main services:
> Time-taking for different sports events
> Live results (liveresultater.no) – they show results from sports events in real time on a website
> GPS tracking of skiing trails and slopes. This is done on TimeTrack's website mittspor.no, where skiing clubs can show where they have trails online, and when they were last used

TimeTrack want to be portrayed as a professional, modern, innovative and forthcoming provider of their services. They want to keep a national standard on their services. The dream is to be a requested resource, and also be in the front of technology and performance.

Defining Target Group - TimeTrack's target group are mainly sport clubs, associations and unions. This means adults, and both men and women. They are everything from parents of toddlers, up to top leaders in sport unions. Very often they are volunteer organisations needing professional support. It is important to maintain a good relationship to the existing clients, but TimeTrack always want to get new clients as well. Most of the people they meet are committed, and engaged to what they do, which is very common when people work voluntarily.

Defining Design - To meet this group's attention it is important for TimeTrack to come across as reliable and serious. This means the design needs to reflect these values. TimeTrack prefer concrete, basic and simple over colourful and abstract designs – and think the portable office I designed represents this and both their and their clients' tastes and preferences well.

Mind Map - My mind map helped me gather my thoughts and visualise the TimeTrack project. The map is fairly straight forward, with everything based on the topics Research, Visual Identity, Target Group, Brand Manual, and Products.
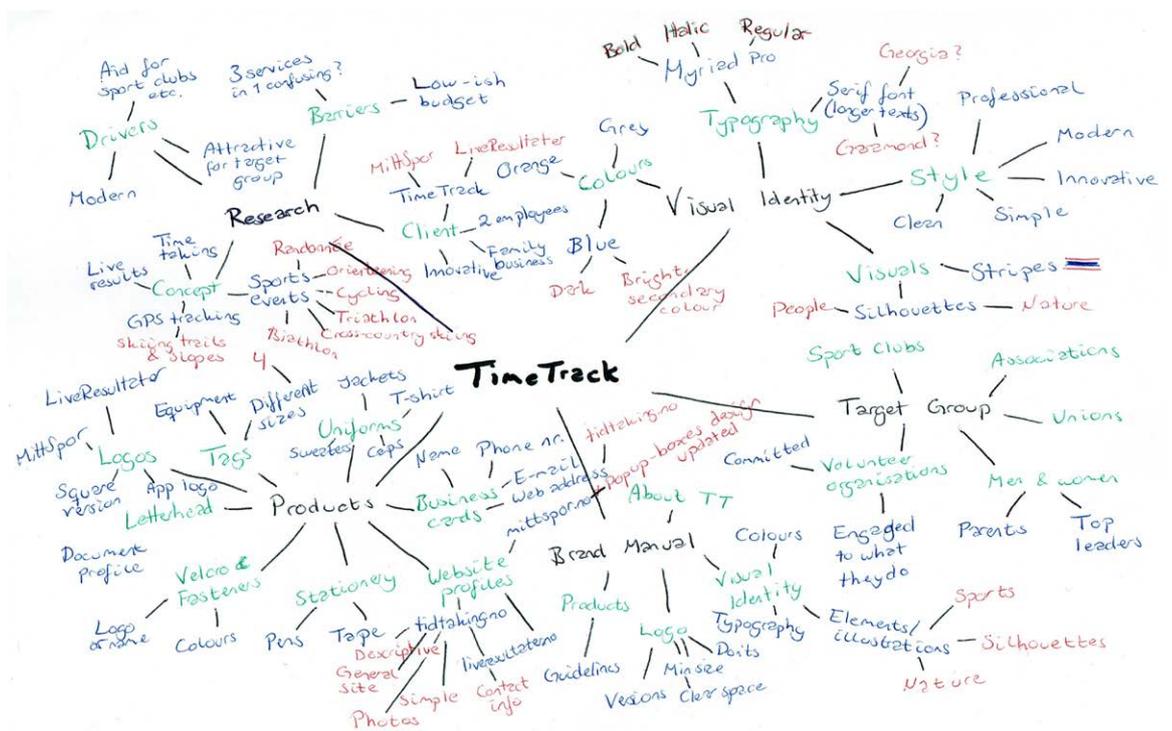
Moodboard - Setting up a moodboard will help make aesthetic choices that promote the business and attract the target market. It will ensure consistency is kept, as long as one follows the colours, fonts, and everything else placed on the moodboard. Based on the already existing logo and portable office (top right photo below) we knew the TimeTrack profile should come across as professional, modern, innovative, and forthcoming. It's also important to somehow reflect the different sports they work with. The images' sources are listed under "Sources and References."

TimeTrack

According to my schedule the plan was to spend the first three TimeTrack days (Jan 15, 18 and 22) on idea development and the TimeTrack brand manual. This included research, sketching up the TimeTrack profile, finding colour codes for different use, adding some more colours to expand the brand palette, and setting up new logo formats and versions. All final products are presented after the report in the brand manual.

Brand Manual - I normally make the brand manual at the end of a project; this time however I decided to make it first, to have rules to follow while designing the other products. Since I prior to the project had already developed the primary logo for TimeTrack and we had settled on a design style through this and the portable office, I figured I had enough to work on to set up some guidelines. Of course I knew the manual had to be finished at the end of the project, when all products had been designed and could be added as examples.

To get started with the manual design I first found the Brand Manual folder we have on the work computers, with a big collection of business' manuals. We also have quite a few printed, which I had a look through. These were of great inspiration when I began sketching out ideas for the TimeTrack manual. Whilst looking through them I also wrote down what most manuals seemed to include, and what may not be so important.

Choosing a landscape format felt natural due to the primary logo (and the TimeTrack stripes) being horizontal, and I believe the A4 format works well when considering sizes and formats.

On the following pages are my first sketches, by hand and then in Illustrator.

Sketch layouts

Sketch 1: HEADLINE | Text | Visual Example | Rules

Sketch 2: HEADLINE | Text | Visual Example | Rules

Sketch 3: HEADLINE | Text | Visual

Sketch 4: Headline | Text | Visual | Rules

Sketch 5: HeadLine / Text & Rules / Visual

Sketch 6: Headline | Visual | Text & Rules

Sketch 7: Headline / Text / Rules / Visual / x x x

Sketch 8: Headline | Text | Visual | Rules

Finished layout (left)
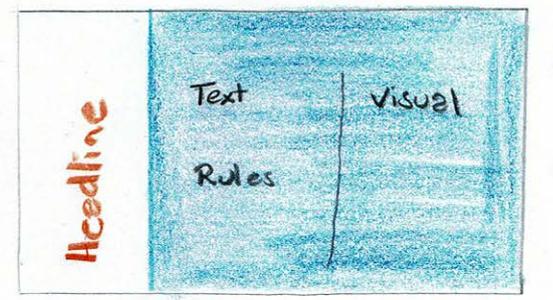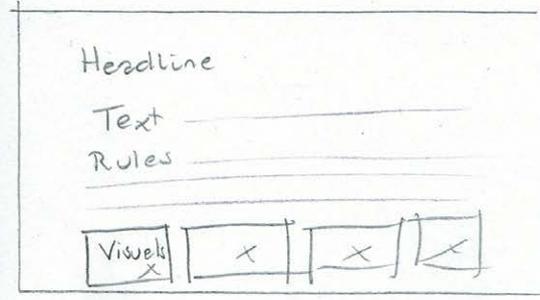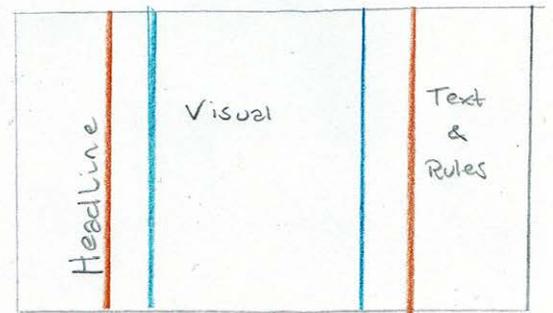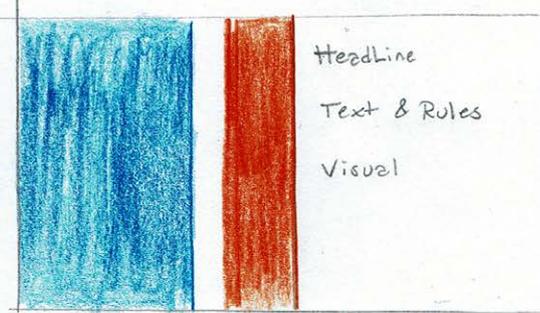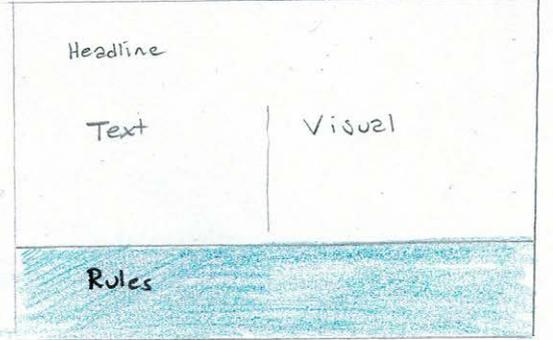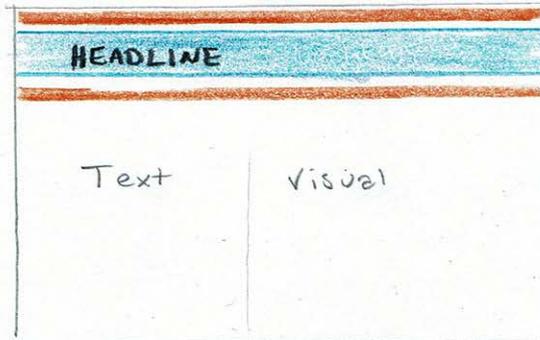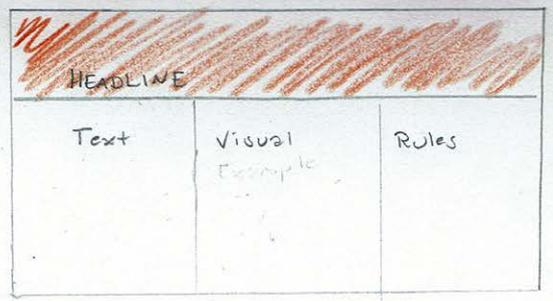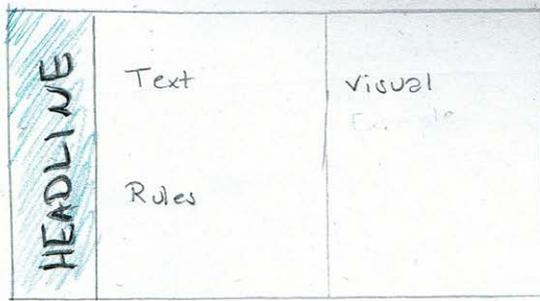
Headline

Text
With this layout, I think too much of the space is taken up by the headline area. Using two columns for the content (three in total with headline) will make the columns too narrow.

Rules
The text areas (text and rules) can't be too long if we want space below for the visual element.

Finished layout (right)

Headline

This layout uses a three column layout. Text, general information about what the current page is about, goes here, in the first column.

In the third column, next to the visual element of the page will be the rules and guidelines that need to be followed.

Time Track

Headline

Text
This is a two column layout, with all text placed to the left. This way people won't get confused as to what content should be read first, etc.

Both general information and the rules and guidelines that need to be followed will be presented in this left column.

Headline

Text
This is a two column layout, with all text placed to the left. This way people won't get confused as to what content should be read first, etc.

General information about the current visual element etc. will be presented in this left column.

Rules
The rules and guidelines that need to be followed will be presented in this column.

This column also expands over two columns.

Headline

With this layout, we will use a two column layout where only one column is actually used for the content. This may end up using way too much space on nothing though. Maybe this could be a better idea to use at the beginning of a new category or something.

Headline

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Headline

With this layout all the text (general information, as well as rules and guidelines) will be placed in a rather narrow column, and the visual element in the center.

This however, is not ideal for longer texts as the column gets very narrow, which ends up being tiring for the eye.

Headline

Text
This layout uses only one column for all the text. The general information goes first, followed by the rules and guidelines.

A possible fault with this layout is how long the column gets, which forces the eye to go across the whole length of the paper to read one line. This is not necessarily ideal.

At the bottom are the visual(s) presented in a three column layout. This allows for several formats and versions to be presented without taking up too much space. This means different logo versions, size specifications etc., and mockups.

Headline

In this layout all the text is placed in the middle column. The text needs to be set to white on the dark blue background to be visible.

A problem I might face with this layout is that the visual elements won't be presented on a white background. This is not always an issue, but at times this is not how I want to present them. This could result in me having to add many white boxes/background to the elements, which I don't want.

Headline

Text
This is a two column layout, with all text placed to the left. This way people won't get confused as to what content should be read first, etc.

Both general information and the rules and guidelines that need to be followed will be presented in this left column.

Following this I set up a secondary/vertical logo version for the business, since the primary is horizontal and will not work in all formats. In addition to this I made both a black and a white version of these logos, and generally gathered text and elements to include in the manual. Once all this was settled, I began placing everything into the manual to really create the TimeTrack profile.

Additional logos - TimeTrack is a business providing three services, and the time tracking service is the main one. However, since the two other services will often "stand alone"

we decided to make additional logos for these two services. Since these are all part of the same company they both follow the same profile and direction as the TimeTrack logo, but with some changes in the colours. For these two logos we have swapped the orange with a brighter blue, but still kept some of the orange when rebuilding the "i". It was important to maintain the size relationship between the box and the bottom line, as this makes it possible to place all logos together, still using the TimeTrack stripes.

Mittspor.no ("my trail") provides GPS tracking of skiing trails and slopes.
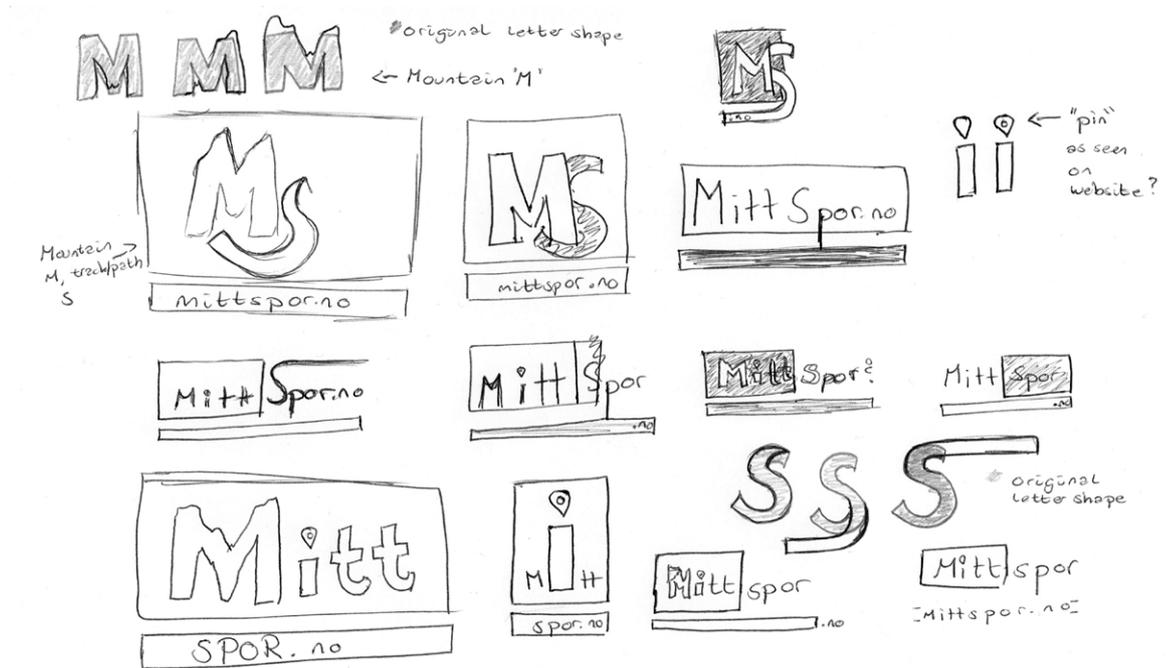
When making the "dot of the I" orange I quickly saw we needed to include the circle inside it; if not it simply reminded me of a candle, which was not the intention.

After having settled on a design for MittSpor.no (which ended up using the same box placement etc. as TimeTrack) this kind of set a frame for LiveResultater.no, as this then shouldn't look too different.
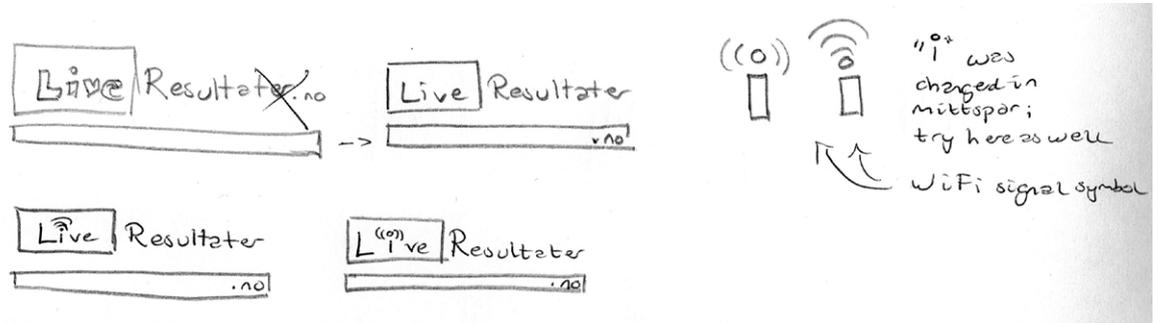
For the final logos we decided to use the secondary blue colour added to the TimeTrack colour profile where we use orange on the TimeTrack logo. However, to still keep some of the orange, the "I dots" stayed orange. I made two versions of these logos as well for different usage and formats needed.

App icon and Sponsorship Poster - These two products were added to the list after having my project approved, as the brothers found out they needed these as well. Both the icon and poster are for MittSpor, which is the service providing GPS tracking of skiing trails and slopes. This means it is more of a winter service.

When making the app icon I first read about specifications to follow when designing for both iOS and Android. Nick Saporito has an *article about the sizes and guidelines*, so I followed this when making the icon. I set up four suggestions; all without using text, as suggested by Saporito. For this I used colours to draw attention to the icon and make it easily recognisable. Blue and white only didn't make it stand out so much, the same happened when including the bright blue - adding some orange however, gave it that brand identity we needed.

I tested the icon on *Appsparky* and *IconTetster* to check it in the actual environment.

The sponsorship poster had to be 100x50cm as it is one that would be hanging amongst many other posters in this format. Its purpose is to show people at sports events that MittSpor (operated by TimeTrack) is one of the sponsors, and also to promote the service.

↑ Kind of boring?

↑ Text colour would need to change

↑ Gradient background

↑ Green is too "summery" for mittspor.no

Løypestatus er levert av

MittSpor

Driftet av TimeTrack AS TimeTrack
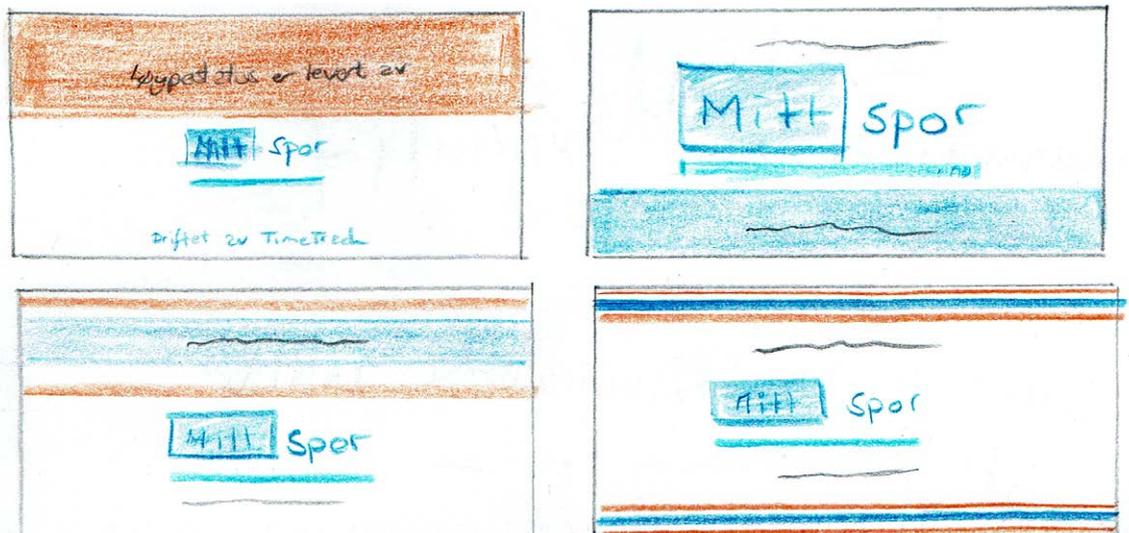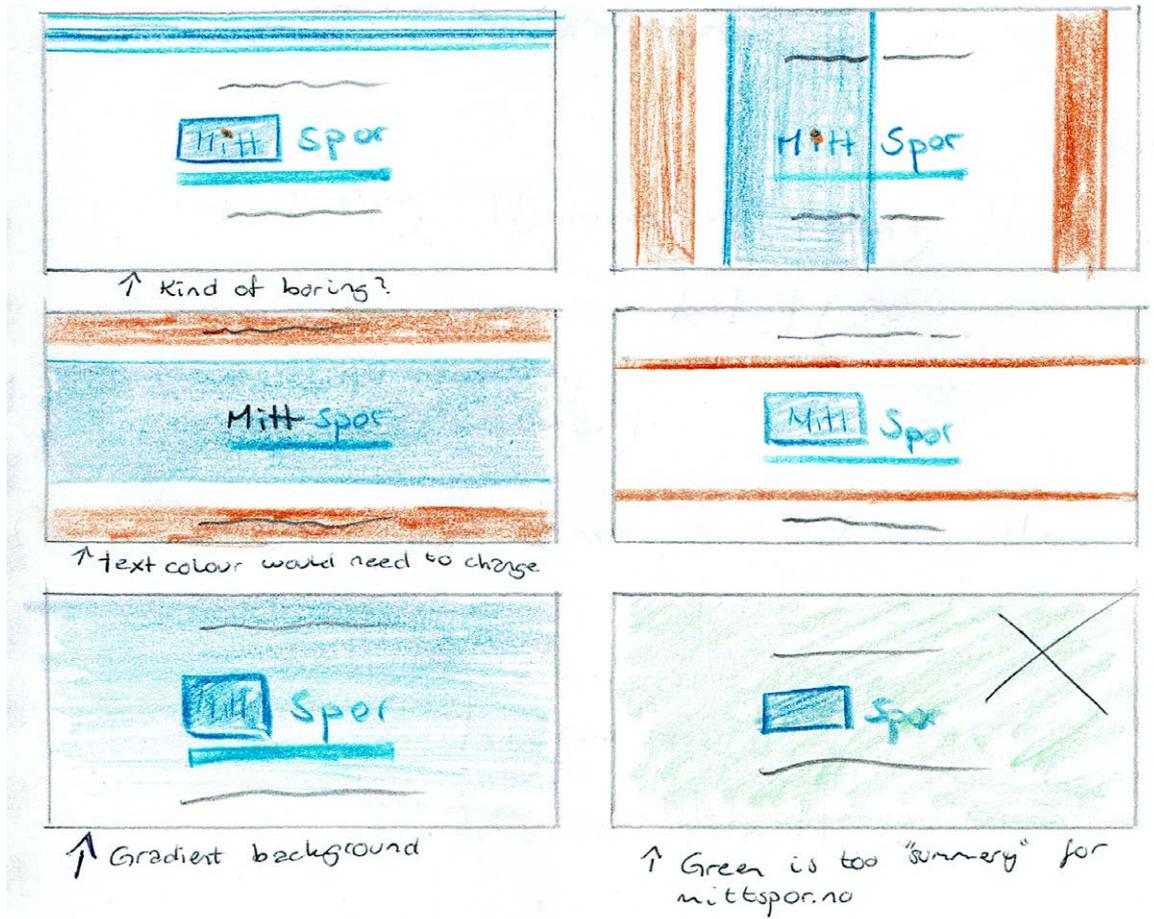
Business Cards - The purpose of the business card is to let (potential) clients easily get in touch with TimeTrack. A business card will make a business seem more professional when they can easily hand out a card for people to keep, so it was important to include this in the project.

Before sketching up ideas I went through the folder of business cards that have been designed through the years at GV Reklame. I enjoy looking through actual examples on paper, rather than seeing everything online which has usually been the case through these two years as an online student. When the final product is meant to be printed it is nice to see it when it has been, and not only on a screen.

Time Track

They wanted one card each, using their name, e-mail and phone number. Apart from this they wanted the logo, website url, and maybe the tagline "Vi sporer tiden." I always try to remember white space on business cards. While making the design I used the longest name and e-mail to make sure I chose a font size that would work for the longest information.

TimeTrack
VI sporer tiden

TimeTrack
Orientering Sykling Triatlon Langrenn
Skiorientering Randonee Skiskyting

TimeTrack

Orientering
Sykling
Triatlon
Langrenn
Skiorientering
Randonee
Skiskyting

TimeTrack

TimeTrack
VI sporer tiden

TimeTrack
VI sporer tiden

Time
Track
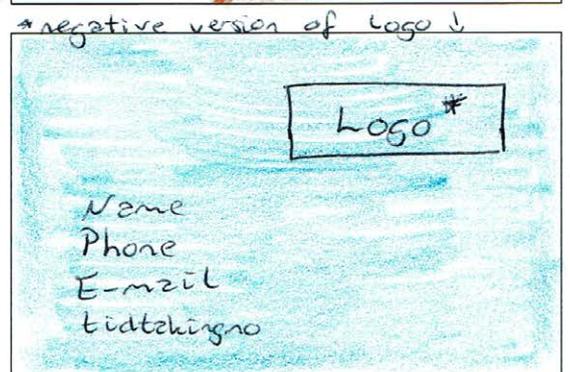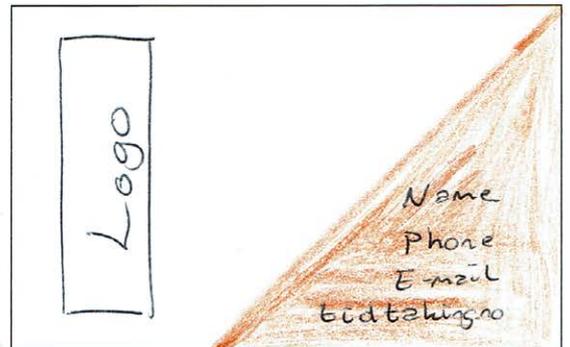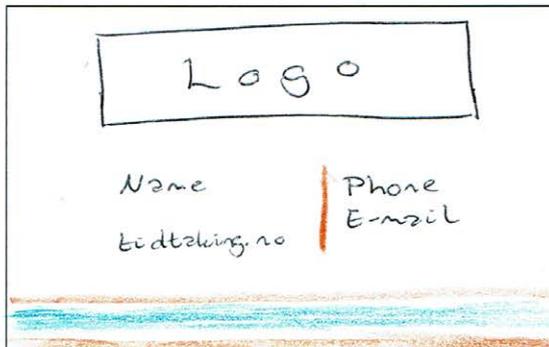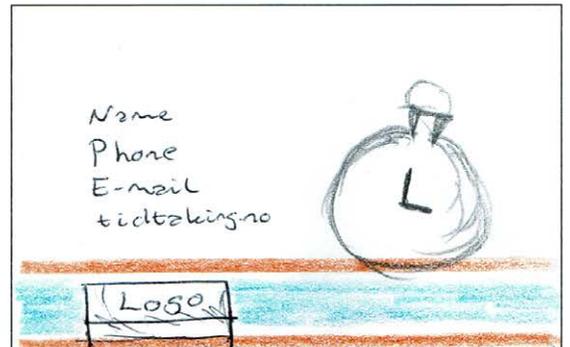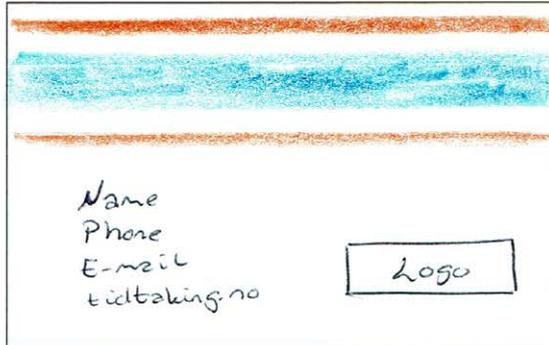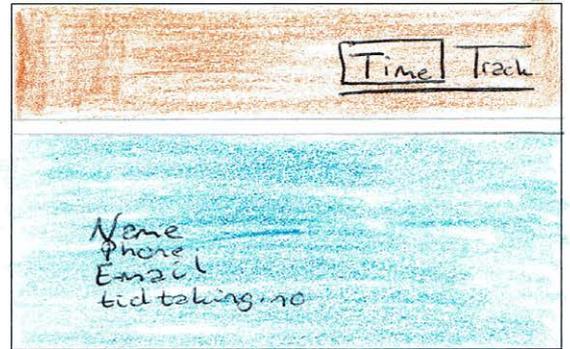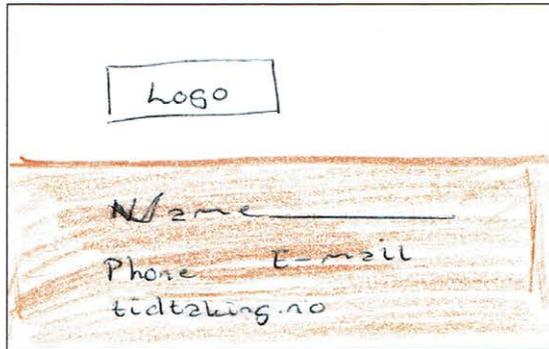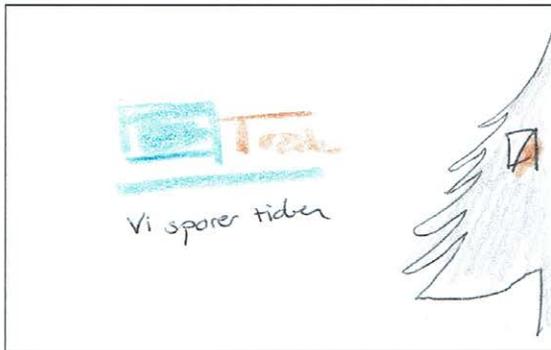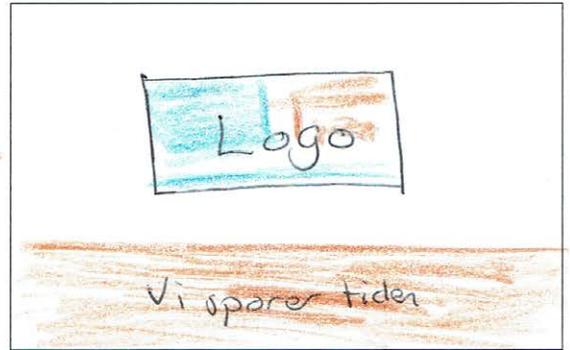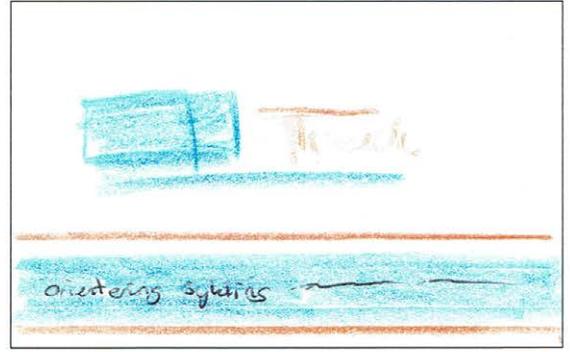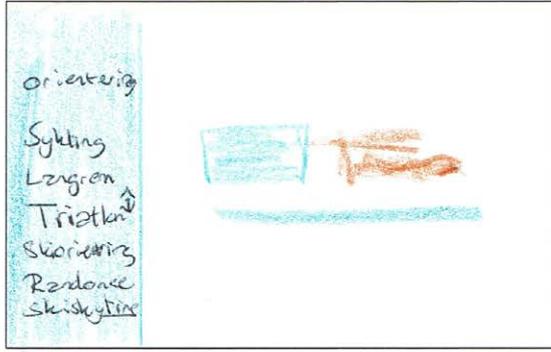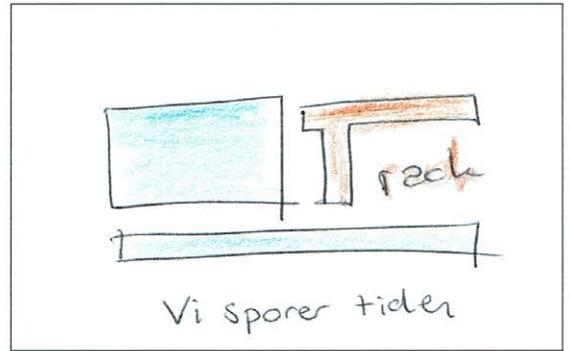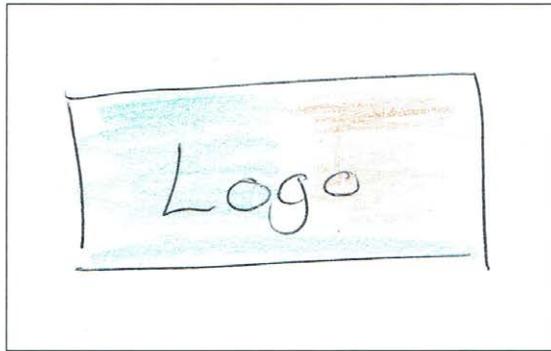
"Small Products" - For the third week of the project I had several products to work on; clothes, label tags, letterhead, e-mail signature, velcro and fasteners, and stationery. The rule we follow on all these products is that the regular version of the logo is used on black backgrounds, and the negative version on blue products.

For the fasteners and stationery this mainly meant placing the logo, so for this I did research on what was possible to do, and then found photos online to create mockups. These are merely guidelines to see how the branding should be done when they decide who to order these products from.

As described in *Designing Brand Identity*, clothing communicates. Adam Stringer says, "For employees, uniforms are a tangible, immediate, and highly visible way to demonstrate pride of ownership and commitment" (p.168). So when sketching out ideas for the clothes, I tried thinking of simple branding to suit TimeTrack.

They had told me they wanted jackets, sweaters and shirts, and possibly gloves and beanies, so this is what I focused on. In doing this I knew the clothes had to suit the work the brothers in TimeTrack do (meaning e.g. some need to be warm for use at winter sports events). I simply worked on ideas that can be used on different types of the mentioned clothes, i.e. which logo to use, and some general guidelines for content, and placement and sized of the different elements.

When sketching ideas for jackets, sweaters and shirts I tried out different ideas on most of them, but knew the design on a jacket would also (potentially) work well on a sweater.

*vi sporer tiden

*vi sporer tiden

*vi sporer tiden

tidtaking.no

tidtaking.no

Vi sporer tiden

LOGO

www.tidtaking.no
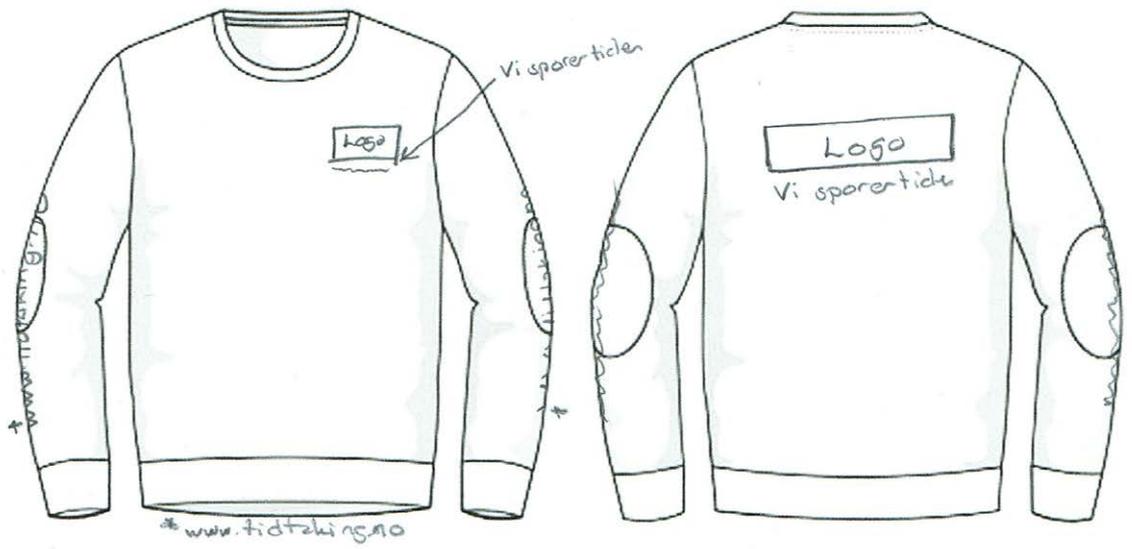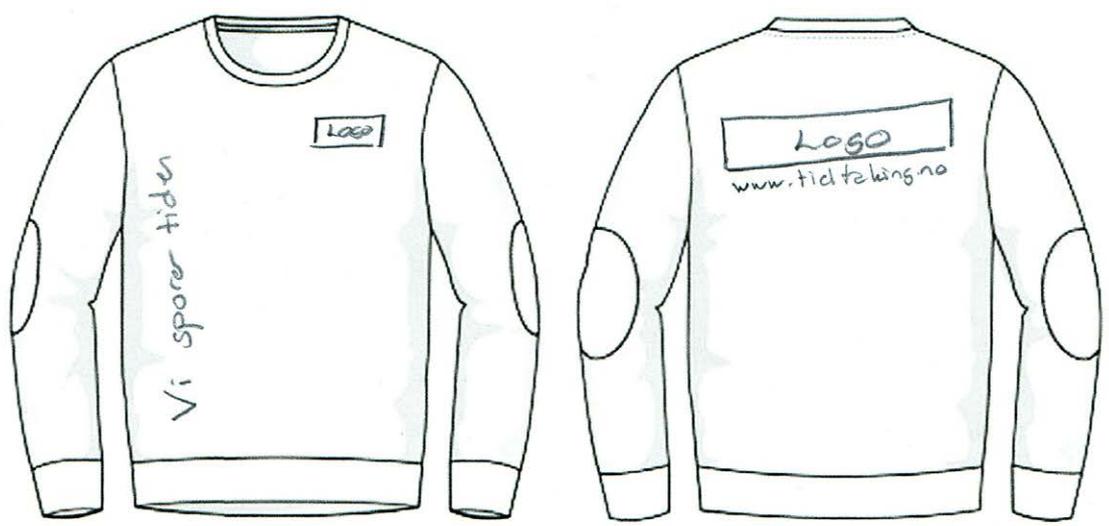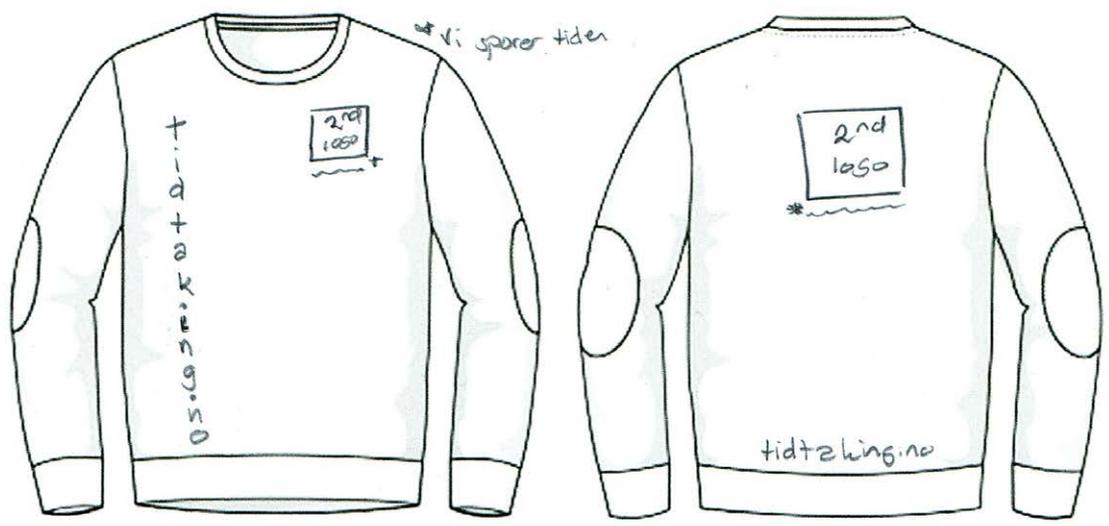
Pique/polo shirts were most interesting when it came to shirts. These come across as quite professional in my opinion, and are a bit different from the usual t-shirt.

I liked the idea of bringing in the stop watch, rather than only using the logo and text. So I kept trying out placements and sizes of this on my next ideas to see what might be possible to do with this.

LOGO

Vi sporer tiden

www.tidtaking.no

2nd logo

Vi sporer tiden

www.tidtaking.no

LOGO

Vi sporer tiden

LOGO

www.tidtaking.no

Time
Track
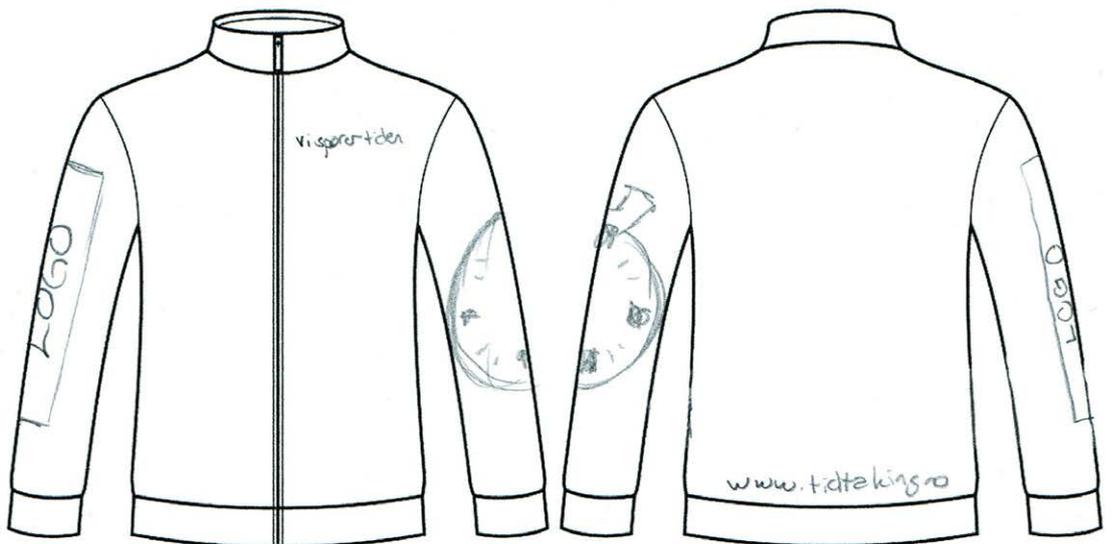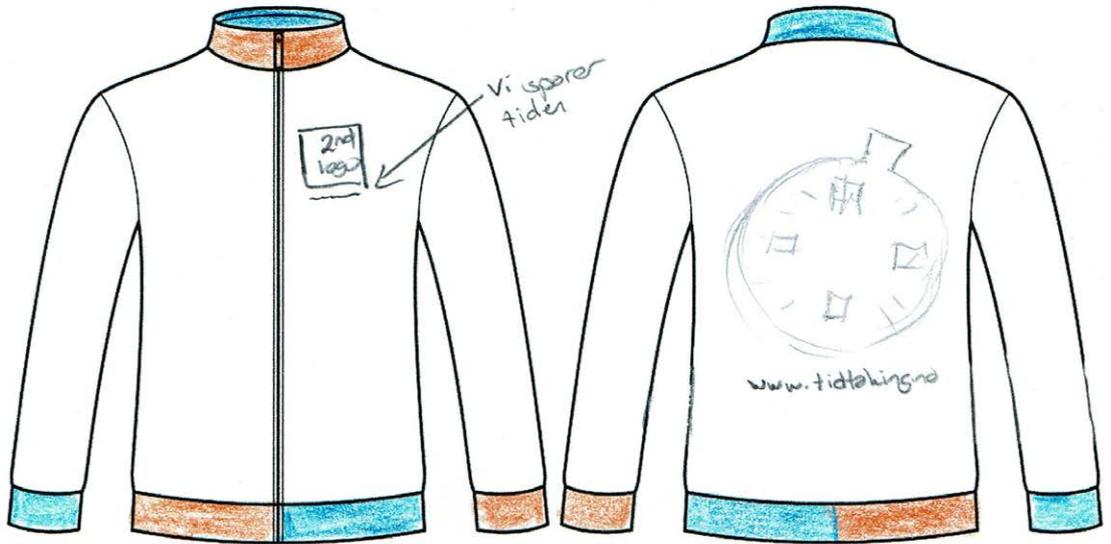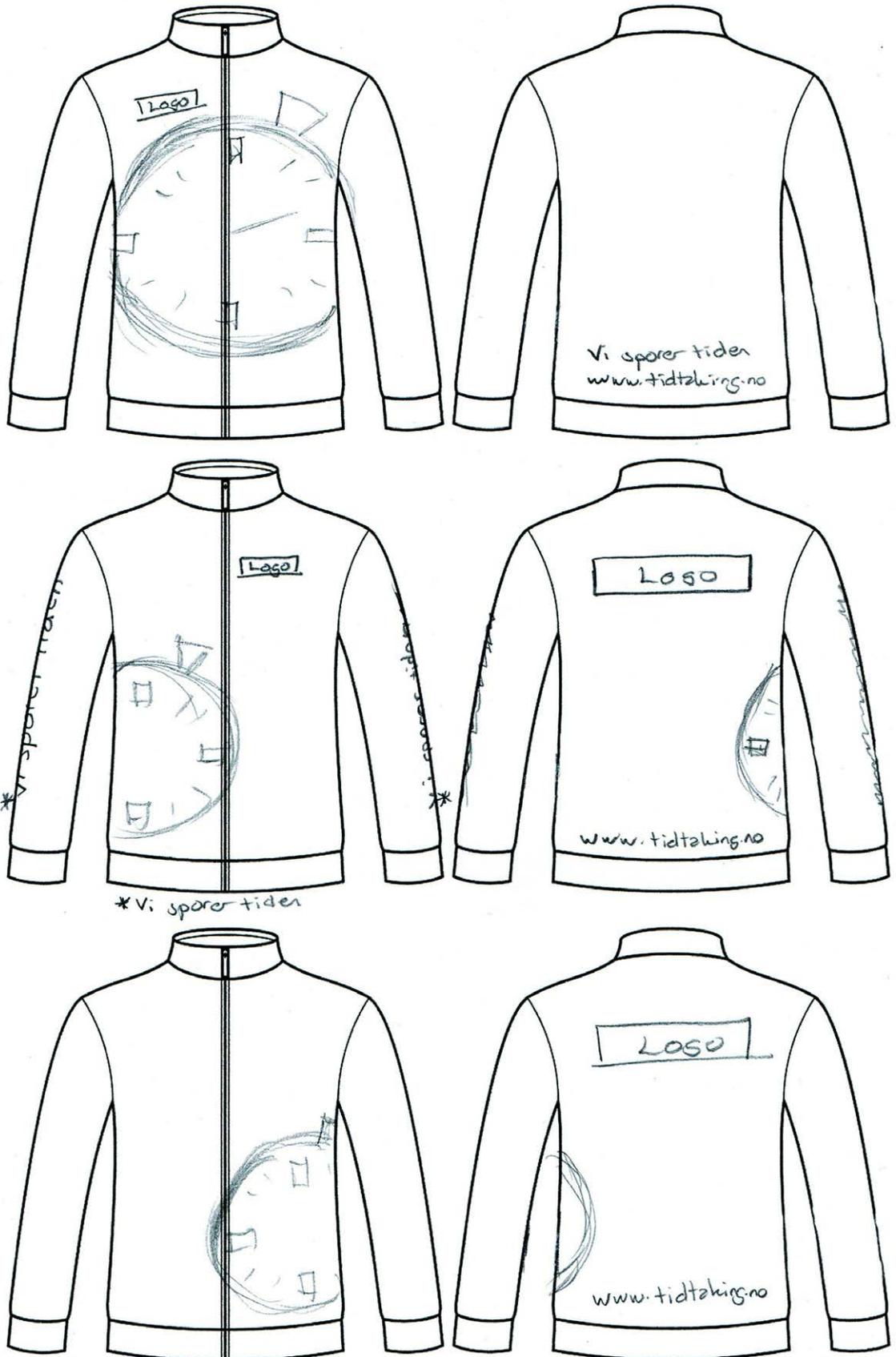
Out of all these ideas I figured the best idea was to make the stop watch large, and have it be close to the clothing's colour to not have it stand out that much, but merely be an element of visual interest. It should not be behind any other elements. Together we also made the decision of having all these clothes either black or dark blue in colour.
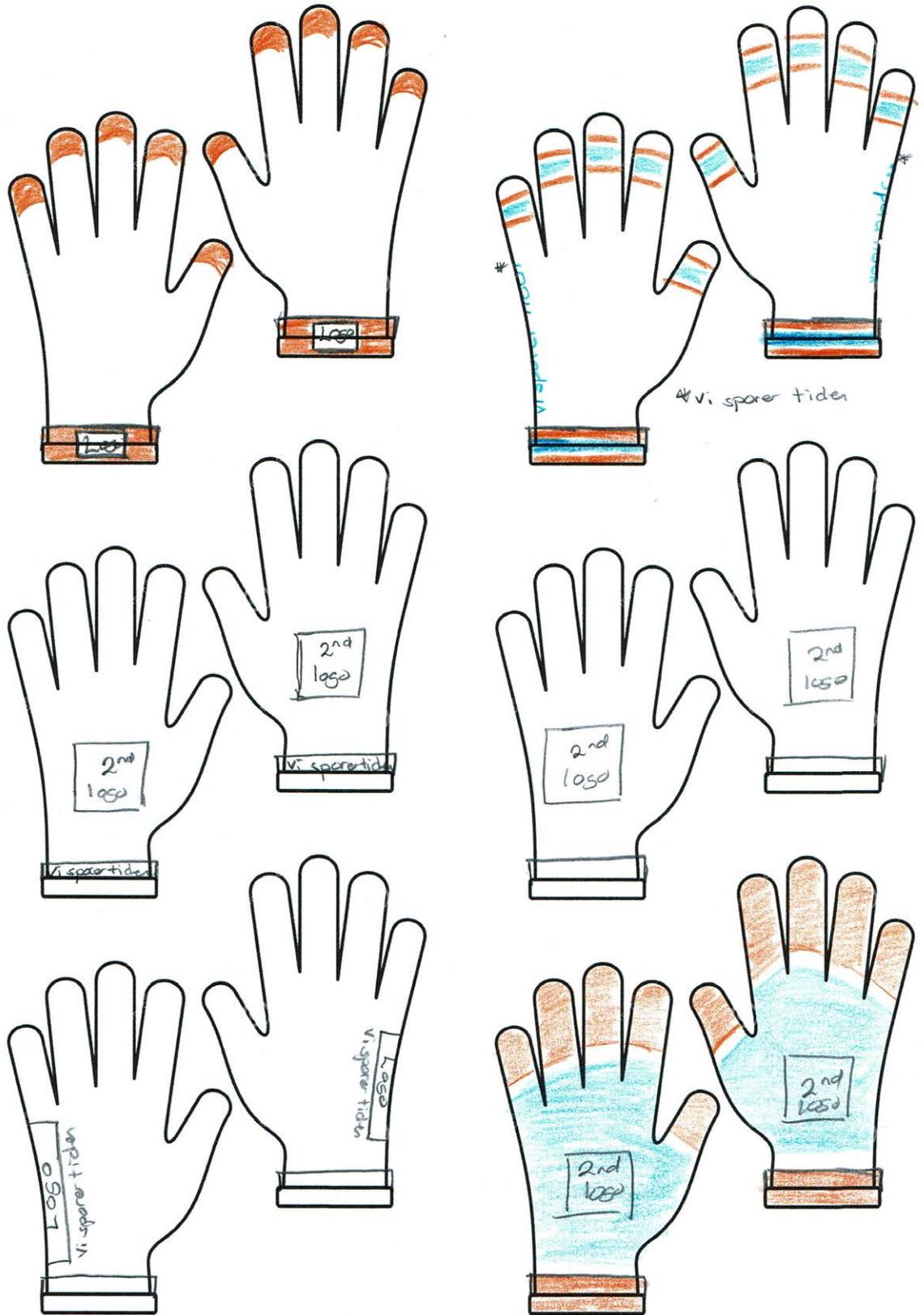
After seeing the ideas for gloves on paper we agreed to make these very simple and not include the taglines, nor any other elements than the logo. For this we also decided to use the secondary logo, as the glove would suit this format better. To better integrate with the TimeTrack profile the underside of these gloves will be orange, and the rest blue, with the negative version of the logo.
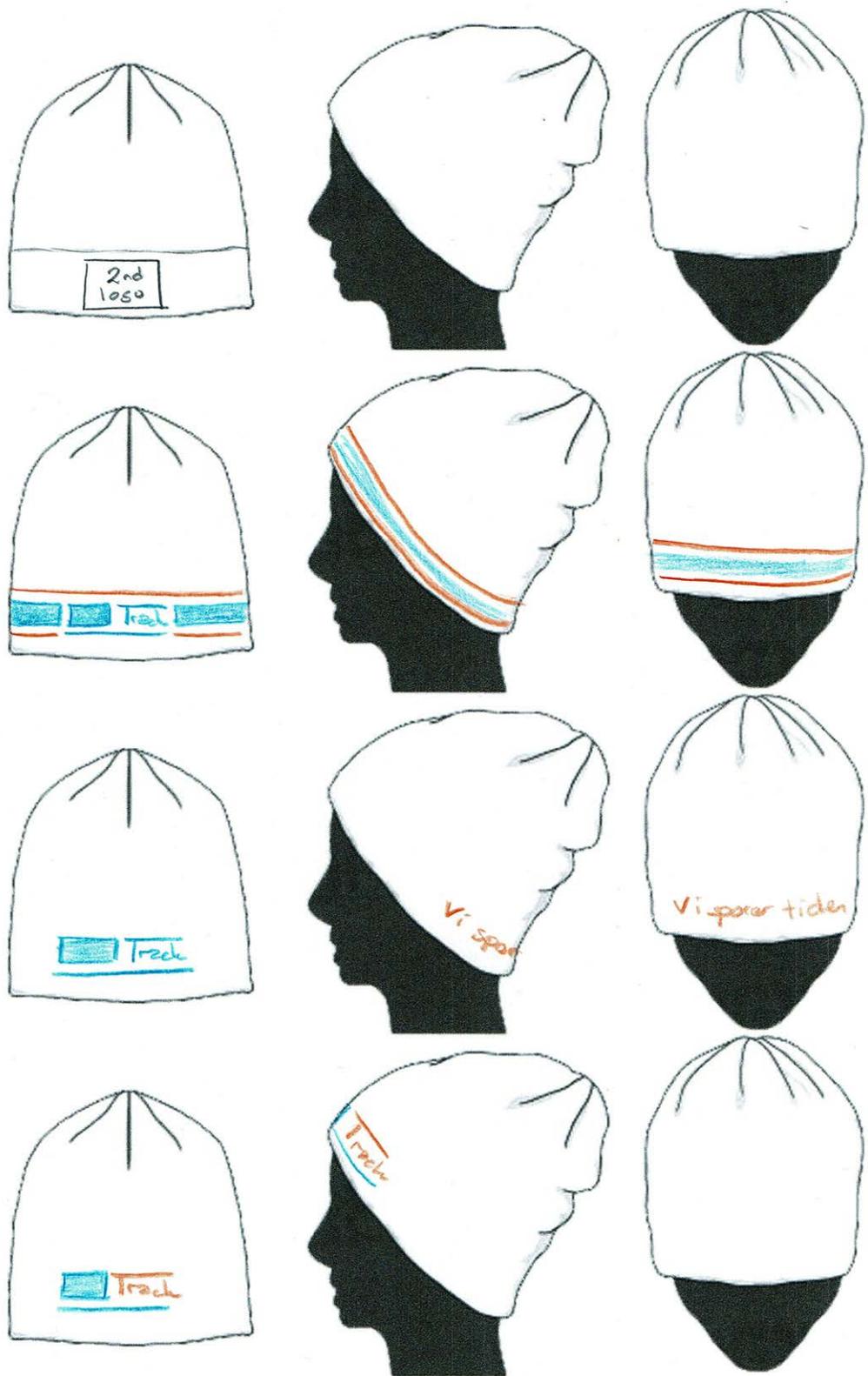
The same goes for the beanies as with the gloves; we wanted to make them simple.

I believe embroidery would be the best way to make the clothes. This makes the design durable, and you won't have to worry about the logos wearing off. For the stop watch though, screen printing might be a better option since I know embroidery can be quite expensive.

The label tags will be made in different sizes to fit the equipment they will be used on, but the tags will use the same design and format. The purpose of these is to easily show who owns the equipment, and make people get in touch if i.e. the equipment is lost and found.
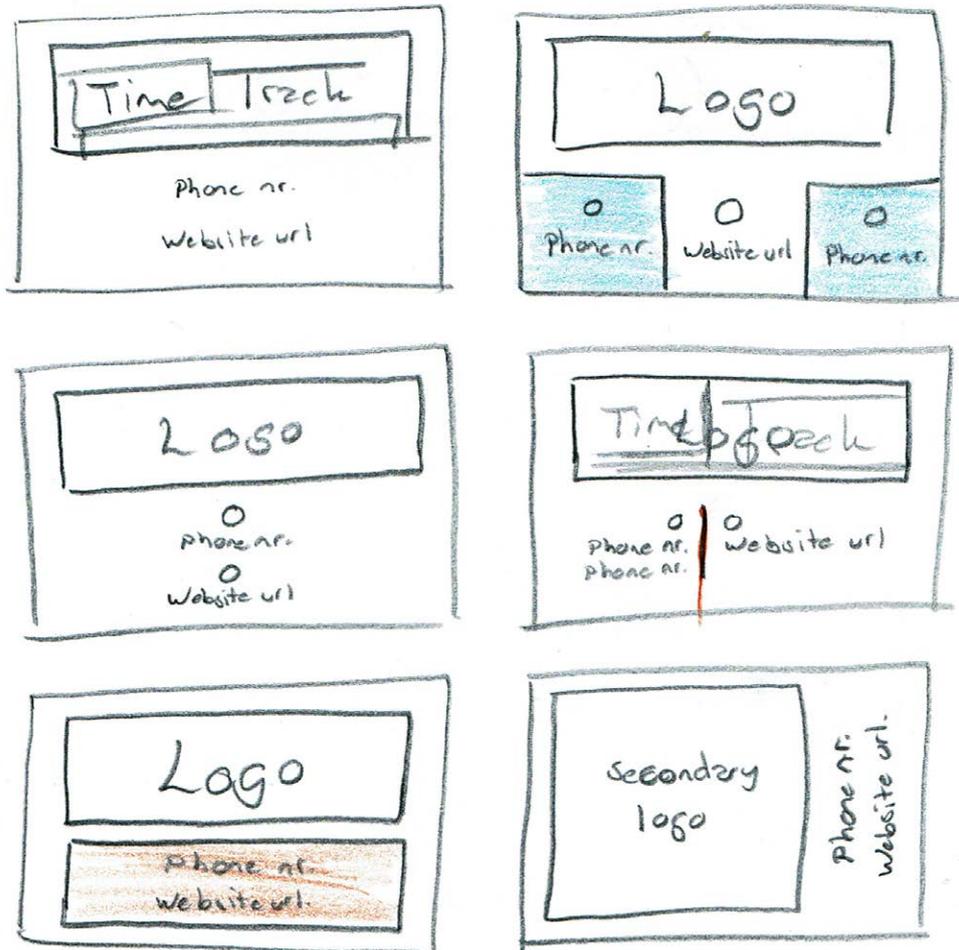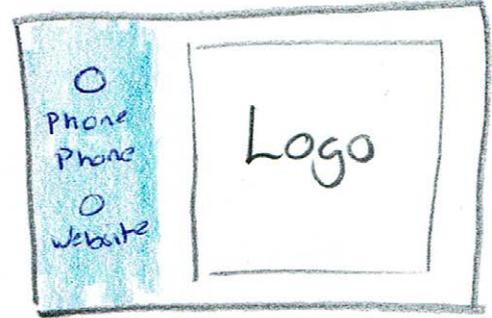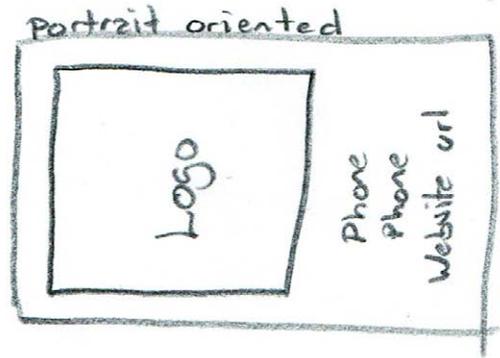
We chose to use the design at the bottom right, as this goes in line with the design of the business cards.

In *Designing Brand Identity* they describe that a "letterhead with an original signature is still an important conduit for doing business. It is regarded as a credible proof of being in business, and it frequently carries an important message of contractual agreement." (p.146). I first drew up some ideas on paper before going to Illustrator, and finally together with the client choosing the final design (marked with a green square).
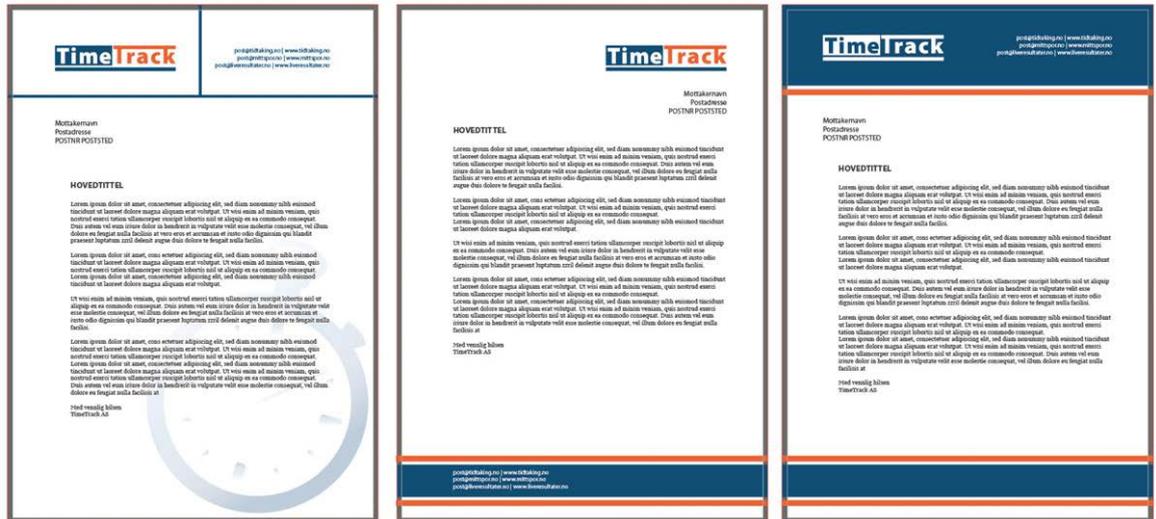
The e-mail signature was not something we had discussed prior to the project, but since a lot of their work is done online we figured an e-mail signature was good to create. This is a simple one, based on the business cards' information. I designed this in DreamWeaver, using HTML and was very happy to see this working out as hoped.
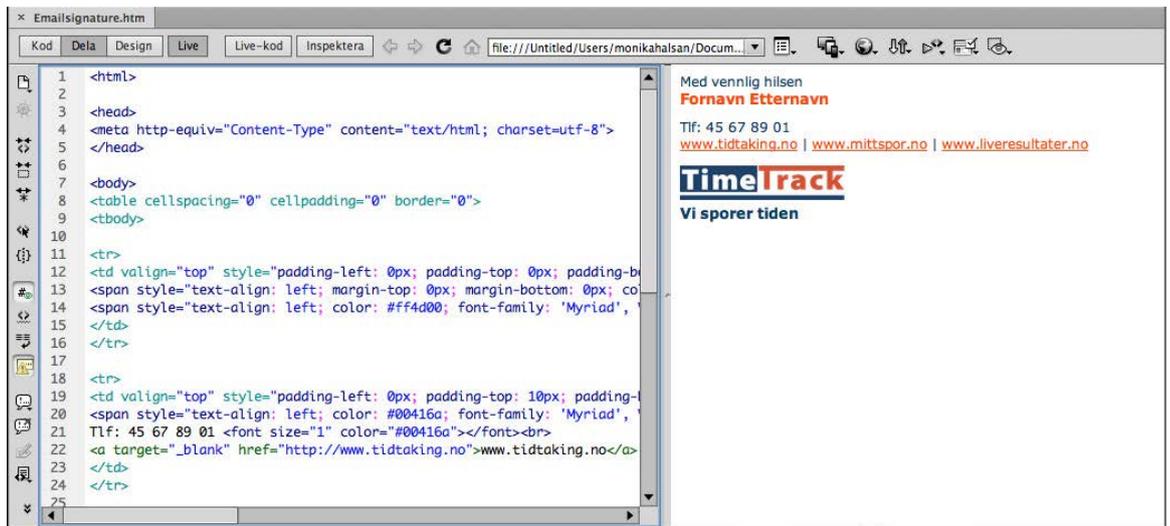
Website Profiles - After having all these products designed and set up it was time to start looking at the websites. Since TimeTrack (tidtaking) is the "main service" and "big brother" of the two other services, the purpose of the tidtaking.no site will be to quickly explain the company and all its services. It should also let the visitors easily get in touch with them, through a contact page.

So after talking to my clients I set up a simple sitemap to visualise the pages needed.
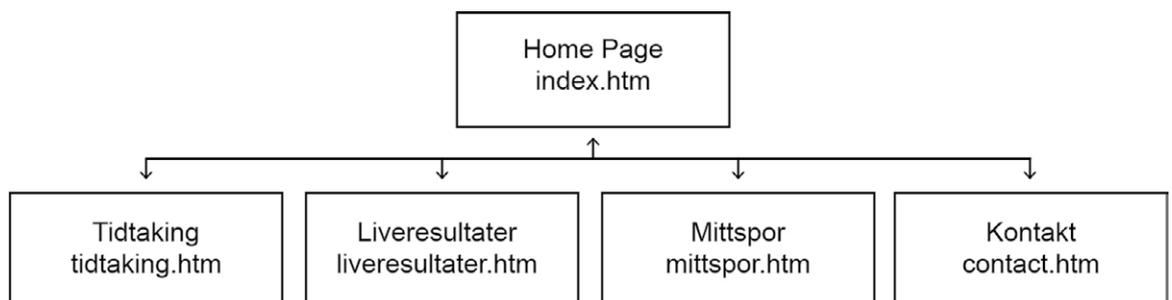
When building this site and its content we discussed the questions "What is TimeTrack? Why does anyone need to know? What's in it for the visitors?" as *Designing Brand Identity* (p.152) states that a website should always answer these questions quickly. Further, the book explains that characteristics of the best websites are that they are easy to use, they meet the visitor expectations, and communicate quickly.

In the end the content we had were simple descriptions of the services, as well as photos and contact information. We talked about either integrating the websites of liveresultater.no and mittspor.no on the site as "iframes", or use clickable images that would take the users to the specific pages in a new tab.

Then came the sketching of the site, where I first began with the index page, since this will be the first page visitors meet, and should thus be engaging enough to keep people's attention.
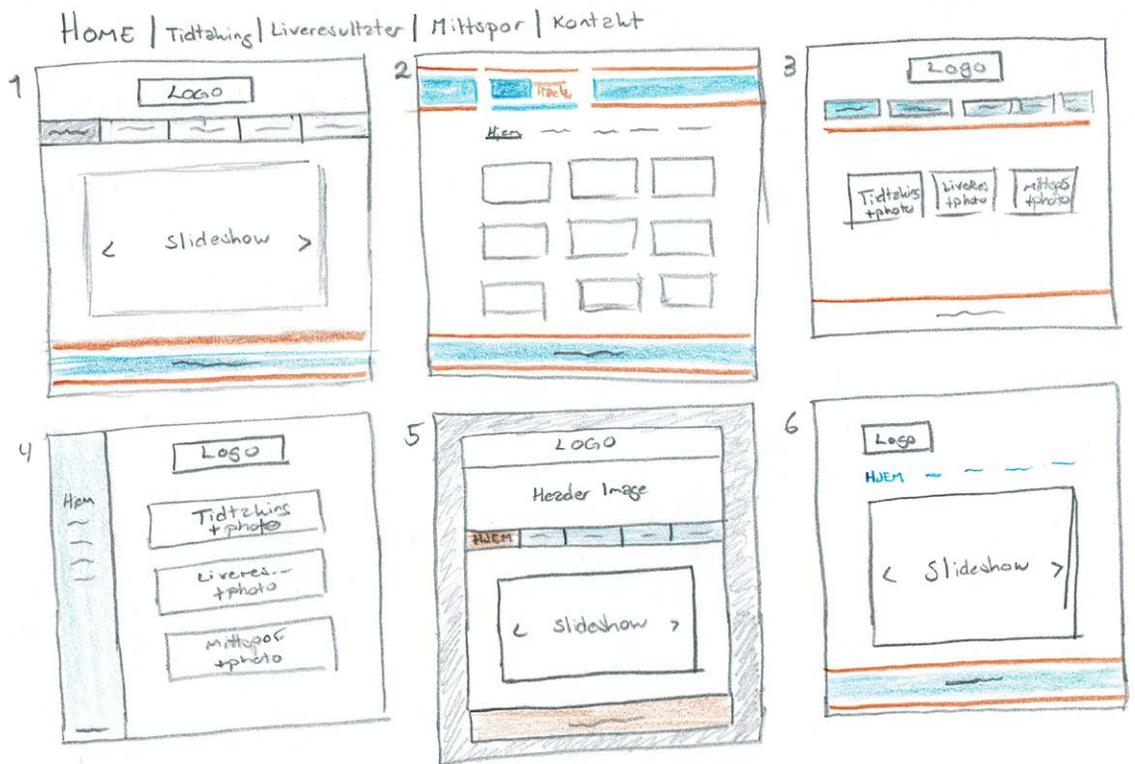

Out of these ideas we agreed to use the logo as seen in e.g. idea 3, a header image as seen in idea 5, the menu as seen in idea 5, content as done in idea 3 or 4, and footer as in idea 2 or 3. And with this in mind I put these ideas together to further build the site structure.
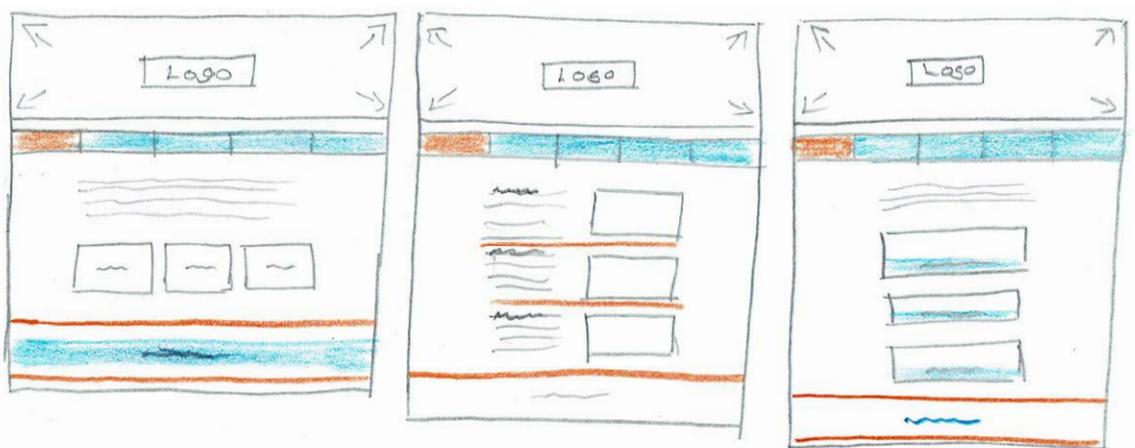
Below are ideas for the other sites as well, starting with "Tidtaking". This page will display photos to show people what TimeTrack really do.
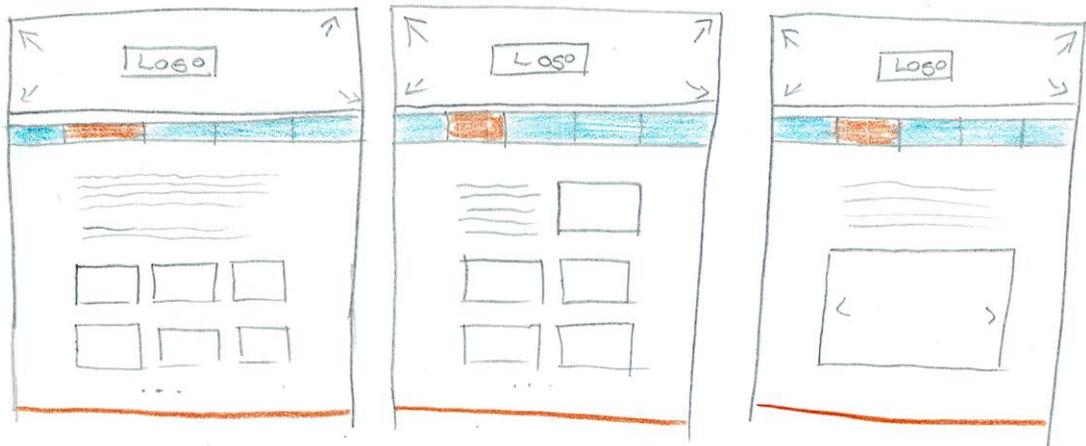

The site structure of the Liveresultater and Mittspor pages would be similar but with different content, so I didn't do sketches for both of these, and rather one only.
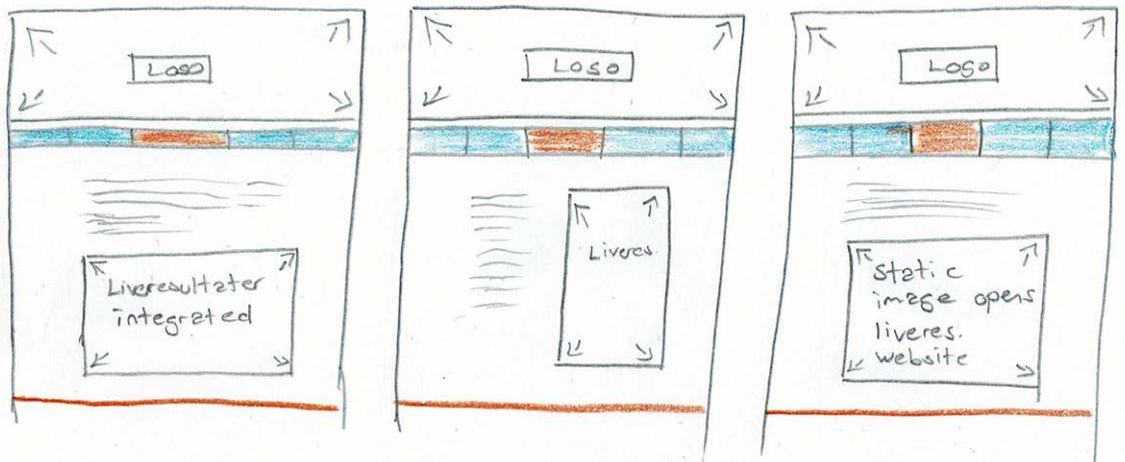

For the contact page we agreed that adding a contact form for quick and simple contact was beneficial. In addition to this of course, are the phone numbers and e-mails of the brothers behind TimeTrack.
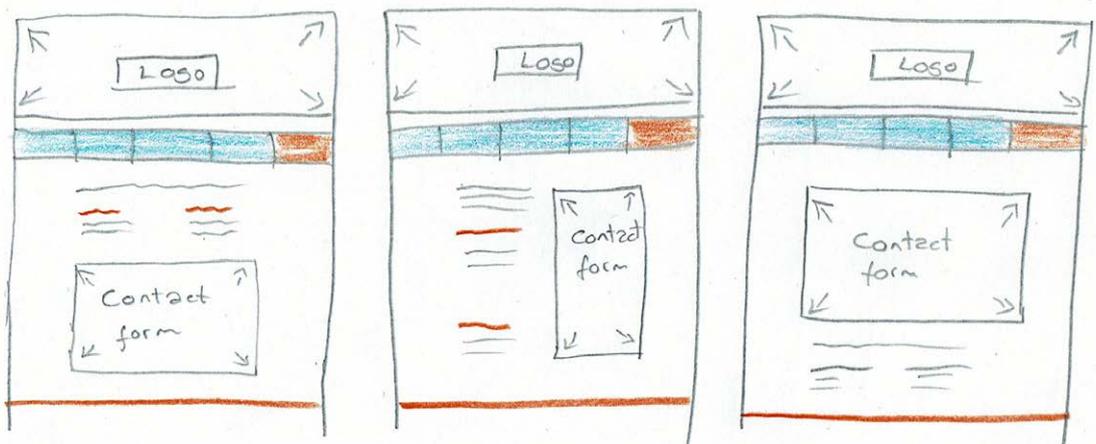

After this I moved my sketches over to Illustrator to better visualise and see what would work.
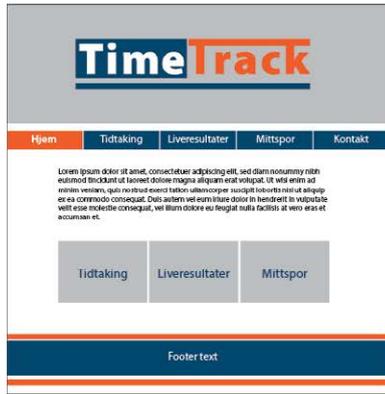
We were first quite certain on placing the logo on top of images, but realised we would either have to fade the photos quite a lot for this to work properly, or add a stroke around the logo. So we tried out some other ideas; the idea of using the logo on top was an earlier favourite, but it seemed to disappear a little - we therefore looked back at one of the first ideas and decided to integrate the logo with the TimeTrack stripes. The idea here was to have the logo start in line with the content. So we tried out this layout for all pages.
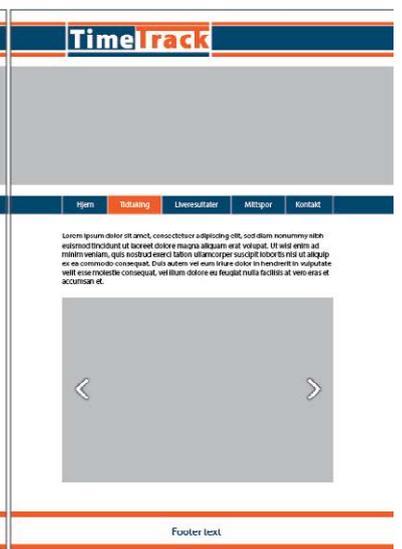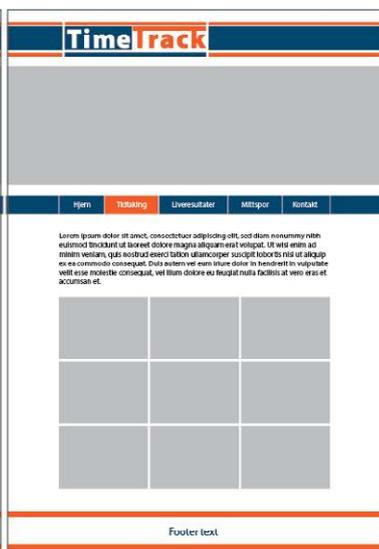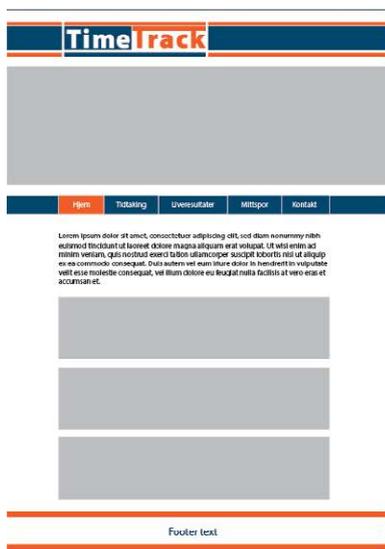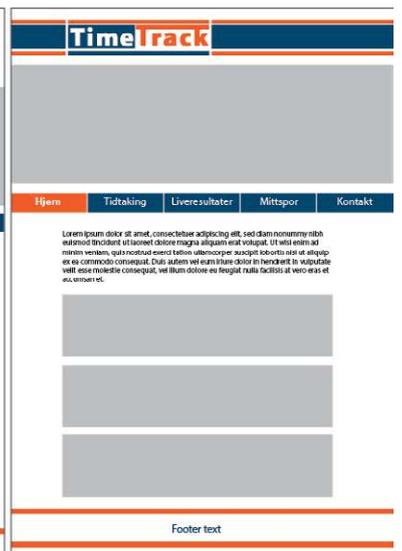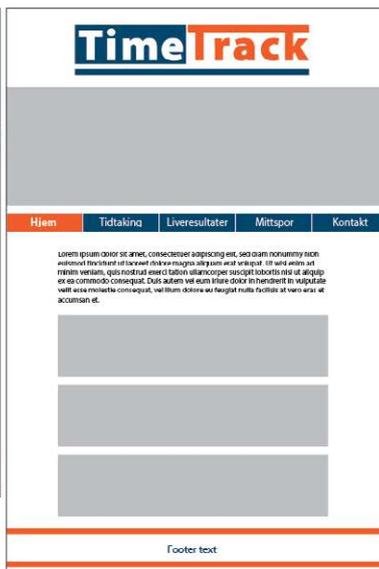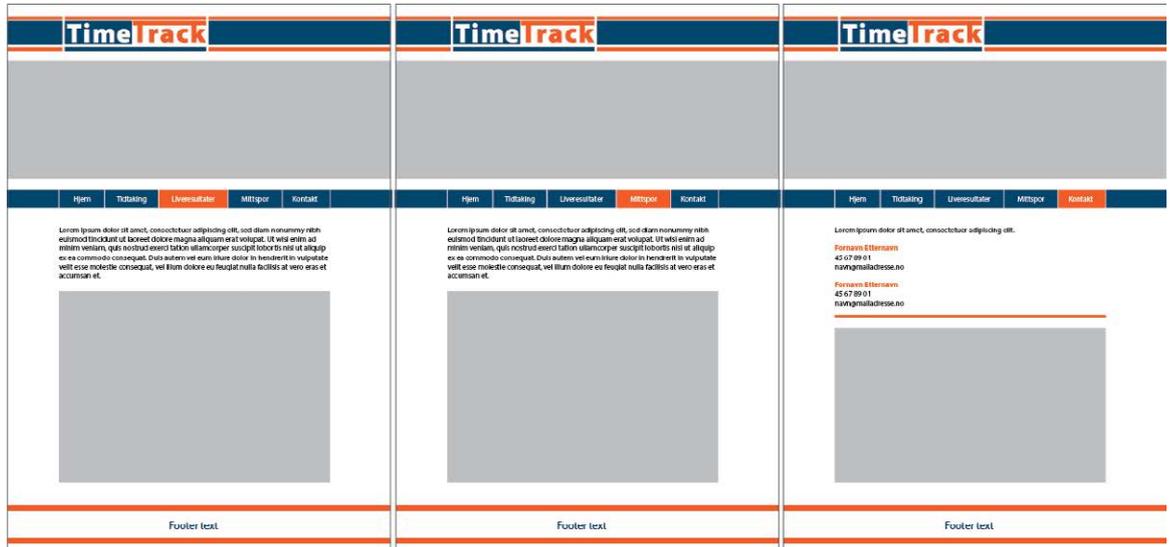
Landing on this design it was time for me to start coding and making a prototype. The plan for all websites was that I would either make mockups or prototypes, and let TimeTrack do the coding on their actual sites - especially on liveresultater.no and mittspor.no this was quite vital since there is so much information already existing on the sites. Still, I decided to build the TimeTrack site with HTML and CSS, from scratch.


```
21
22              <div id="Headerbox">
23                  <div id="headerimage"><img src="images/hjem.jpg" width="100
24              </div>
25
26      <div class="topnav" id="myTopnav">
27          <a href="index.htm" class="current">Hjem</a>
28          <a href="tidtaking.htm">Tidtaking</a>
29          <a href="liveresultater.htm">Liveresultater</a>
30          <a href="mittspor.htm">Mittspor</a>
31          <a href="kontakt.htm">Kontakt</a>
32          <a href="javascript:void(0);" style="font-size:15px;" class="icon" o
33      </div>
34
35      <script>
36          function myFunction() {
37              var x = document.getElementById("myTopnav");
38              if (x.className === "topnav") {
39                  x.className += " responsive";
40              } else {
41                  x.className = "topnav";
42              }
43          }
```



```
45      </script>
46
47      </header>
48      <div id="main">
49          <p>Vi tilbyr tidtakingstjenester for en rekke ulike typer arrangem
50          <p>Om dere trenger råd, tips, litt bistand, eller full tjeneste ka
51          <h3>2018</h3>
52          <div id="col">
53              <p>Kommer!</p>
54          </div>
55          <h3>2017</h3>
56          <div id="col">
57              <span class="inactiveLink">
58              <a href="images/2017_1.jpg" data-lightbox="mygallery" data-tit
59              <a href="images/2017_2.jpg" data-lightbox="mygallery" data-tit
60              <a href="images/2017_3.jpg" data-lightbox="mygallery" data-tit
61              <a href="images/2017_4.jpg" data-lightbox="mygallery" data-tit
62              <a href="images/2017_5.jpg" data-lightbox="mygallery" data-tit
63              <a href="images/2017_6.jpg" data-lightbox="mygallery" data-tit
64              <a href="images/2017_7.jpg" data-lightbox="mygallery" data-tit
65              <a href="images/2017_8.jpg" data-lightbox="mygallery" data-tit
66              <a href="images/2017_9.jpg" data-lightbox="mygallery" data-tit
67              <a href="images/2017_10.jpg" data-lightbox="mygallery" data-ti
```

I was really happy to see how quickly I got this done. The logo with the stripes was something I was first worried about how to do, but after deciding on the content to have a width of 70%

I knew there would be 15% empty space to the left; so this is where the logo begins in the .png file. This way it will always be interactive and the stripes will always fill the entire width of the site, and the logo always in line with the content.

The "services" on the home page are placed in boxes, to have the text at the bottom of the photos and these being interactive. The photos on the "Tidtaking" page are displayed in columns which change width according to the screen size used. On larger devices these photos open up in a lightbox slideshow. This was something I was dreading to try out, but by *following this video* it turned out to not be an issue at all. At smaller devices the lightbox feature is no longer present, and this is because I don't think it's necessary to have this on a mobile phone, where the photos are quite large already anyway, and it's easy to zoom with your fingers.

I thought embedding an external website would be a little complicated, but this turned out to be the easiest task of all when using the <iframe> tag (since MittSpor is not yet updated as I submit this report, I added a static image of this site). Finally, for the contact page I use the same layout/design as on their business cards. This includes also making my own font to easily integrate the icons needed, and this is something I did using *fontastic.me*.

I have made a few contact forms now, so this code I already had lying around, but of course had to adjust the CSS to fit the TimeTrack profile and design. On the prototype this page does not lead anywhere as no contact info has been embedded.

Since the design should be responsive, most of my sizes have been set to % rather than px. This alone will make the website look a lot better when used on multiple screens and resolutions. In addition to this I have added some extra CSS to make the user experience on a mobile phone better. These make sure the menu doesn't disappear into nothing, nor is on top/in front of the main content, the columns don't get too narrow, and that everything just adapts to the screen size.

Using *What Is My Screen Resolution's Multi Screen Test*, I have tested that the website looks good and correct on different devices, as well as asking friends, and checking on multiple computers/browsers, tablets and mobile phones. Below is the site tested on *Am I Responsive?*.
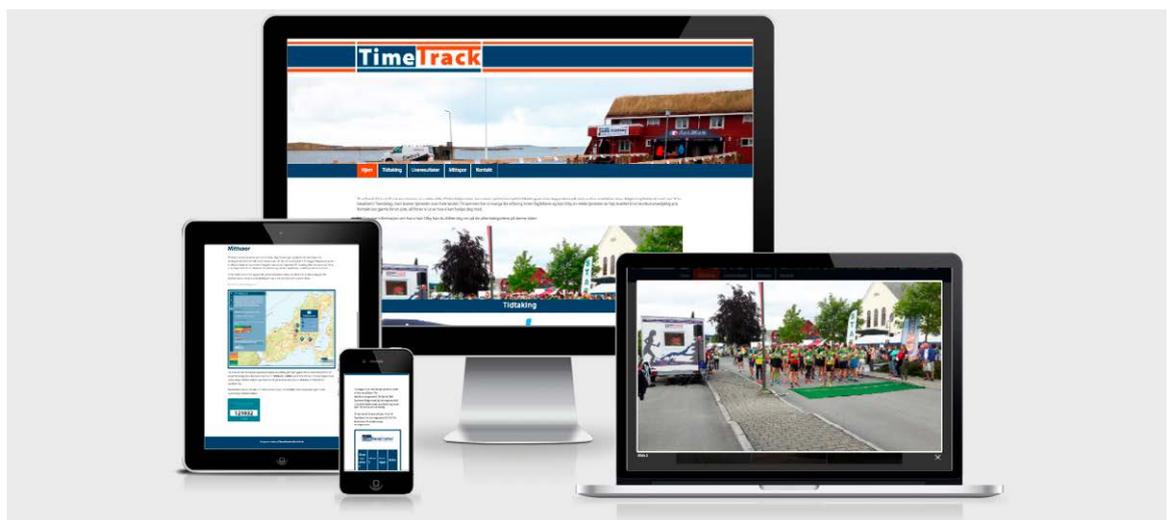
When building this site I have tried keeping in mind the brand personality, as well as user interaction. It was important to keep the content accessible, the experience positive, and the message clear, as explained in *Designing Brand Identity* (p.152-153). This I feel the website accomplishes well. The site is available on *monikarh.com/tidtaking*.

I also added a favicon, which *Designing Brand Identity* describes as "miniaturized storefront signs that give brands an opportunity to attract attention and stand out from the crowd. They are the 16x16 pixel icons located in a web browser's address bar." (p.154). This is a simple favicon - as it should be - and basically a simplified version of the TimeTrack logo.


Liveresultater.no - Before beginning this project, TimeTrack told me they have earlier tried changing the design of this website. However, because people are used to the site structure, some users complained as they didn't find everything where they expected it. So we agreed not to change the site structure of this, but merely set up a new design through colours, mobile responsity, fonts, adding logo and a footer etc., to better fit the brand identity.

When starting this task I went to the site and "inspected" it to see how it was built. I then did some simple coding in my browser to see what was possible, before I went over to DreamWeaver to start building a simplified version of the site on my own.

Below is my first idea done in Illustrator - however this did not get the look or feel that I wanted, especially with the TimeTrack stripes at the bottom. So I removed the border around the page, and changed the stripes to the two hues of blue instead, which definitely fit the desired mood better.

The content of the original site updates regularly during a competition; what I have done is to use "static" content, so I only coded a simple prototype of the site.

Kod | Dela | Design | Live | Live-kod | Inspektera   file:///Untitled/Users/monikahalsan/Docum...

```
24  <h4><a href="liveresultater.htm">Norsk</a> | <a href="liveresultater.h
25  <table>
26      <thead>
27          <tr>
28              <th class="navbarHeading2">Løpsinformasjon</th>
29              <th class="navbarHeading2">Meldinger</th>
30              <th class="navbarHeading2">Følg løper</th>
31              <th class="navbarHeading2">Mål</th>
32          </tr>
33      </thead>
34      <tbody>
35          <tr>
36              <td class="finished">Arrangement: KM Stafett</td>
37              <td class="finished">19:58:54 - Takk for i dag</td>
38              <td class="finished">Følg løper</td>
39          </tr>
40          <tr>
41              <td class="finished">Arrangør: Simostranda IL</td>
42              <td class="finished">18:02:51 - Utskytinger faller ut bekl
43          </tr>
44          <tr>
45              <td class="finished">Dato: 02.02.2018</td>
46              <td class="finished">15:41:07 - Pause neste start 16:05</t
```

<body.info>   100%   425 x 377   224K / 5 s   Unicode (UTF-8)

LiveResultater
.no

Norsk | English

Løpsinformasjon	Meldinger	Følg løper	Mål
Arrangement: KM Stafett	19:58:54 - Takk for i dag	Følg løper	
Arrangør: Simostranda IL	18:02:51 - Utskytinger faller ut beklager dette		
Dato: 02.02.2018	15:41:07 - Pause neste start 16:05		

Kod | Dela | Design | Live | Live-kod | Inspektera   file:///Untitled/Users/monikahalsan/Docum...

```
133     <td class="finished">Skiskyting</td>
134     <td class="finished">Steinkjer Skiklubb</td>
135     <td class="finished">27.01.2010</td>
136     </tr>
137  </tbody>
138  </div>
139  </table>
140  </div> <!--CONTENT-->
141
142  <!--FOOTER-->
143  <footer>
144  <div id="line"></div>
145  <div id="line2">
146  <div class="center">
147      <span class="timetrack">Driftet av <strong>TimeTrack AS</strong></sp
148  <a target="blank" href="http://www.tidtaking.no"><img id="clear" class
149  </div>
150  </div>
151  <div id="line"></div>
152  </footer>
153  <body>
154  </html>
```

<body>   100%   425 x 393   222K / 5 s   Unicode (UTF-8)

KM individuell	Langrenn	Leksvik IL	27.01.2018
Hovedløpet og NM ski-o	Skiorientering	Hadeland OL	20.-21.01.2018
Norgescup, Junior NM Fellesstart, NM MIX Stafett	Skiskyting	Røros IL og OS IL	10.-12.03.2018
Klubbrenn Steinkjer	Skiskyting	Steinkjer Skiklubb	27.01.2010

Driftet av **TimeTrack AS** | **TimeTrack**

When coding this site I learnt more about tables, and also made the tables used more mobile friendly. The way it was before, people would zoom and scroll back and forth to see the content, which is not ideal at all. After my coding however, the table is a lot more user friendly, but still maintains the site structure people are used to.

Below is the website design before and after. I definitely think this is a great improvement, especially as the site now is a lot more responsive and actually adapts to the screen size used.

Time Track
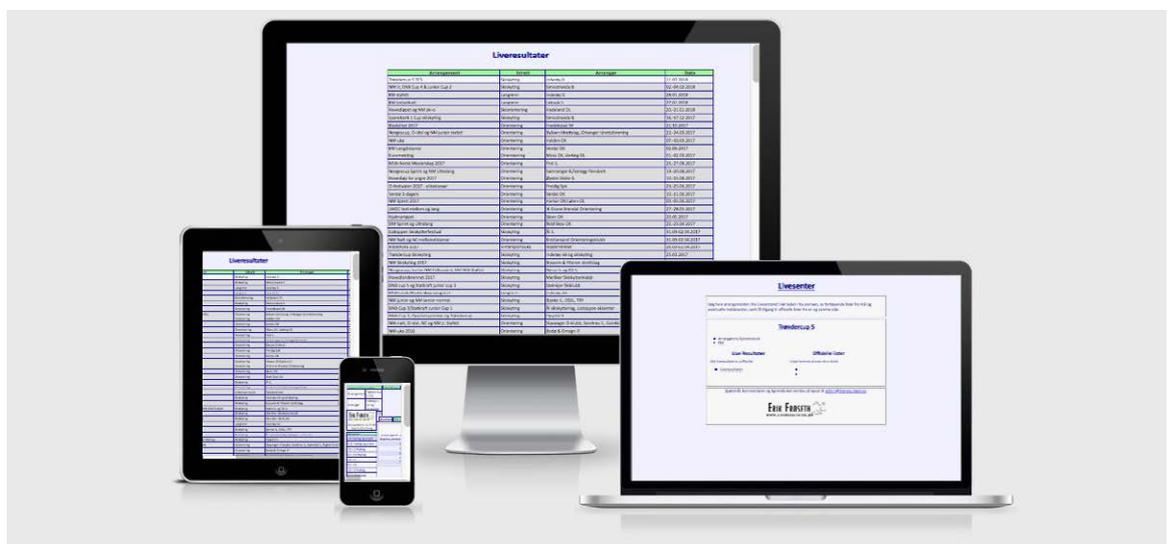
For this prototype the following paths are clickable and working: On the index page the two first lines in the table work, and from there the links under "Live Resultater" take you to the live results page. On this page it is the "Stadion" and "Passering Stadion" that change information in the table beneath.

Another improved function of the site now is that you can click the logo to go back to the home page at all times - this was not possible as it was before. To go back, you would have to use the arrows in the browser; something I rarely find ideal.

Yet again I added a favicon to the site as well. I made two versions to try out, but came to the conclusion that the one to the right was the better option as it doesn't include text.

Mittspor.no - The last website profile that needed updating was mittspor.no. This process started the same way liveresultater.no did; by inspecting the site and trying some simple coding in the browser. Since I don't know a way to include extra elements like this however, I later took a screenshot and added logos etc., in Illustrator.

When inspecting this site I also saw better how the popup boxes were built up. I found out that the width is set to 220px, and height to auto. I also took screenshots of all the boxes, to see all the icons, and the different types of boxes. I checked out how the weather icons were made, and since this was quite a complex font integrated, I decided not to do anything with those icons, and rather focus on the icons I saw came from a different font.

The new boxes follow the MittSpor style by using the colours, as well as some updated icons. The M is now used for the tracking machine, and the pin has obviously been changed to the one used in the logo. The rain drops are made of the pin upside down, without the circle in it. The P and question mark are both from Myriad Pro to have these be in the same style as the logo font. The icon of a person is now less stylised, and is more in line with the silhouettes seen in the TimeTrack profile. By making a font out of these icons on *fontastic.me* it will be easy to integrate the icons in the same way that has been done before.

In addition to this I of course made ready a favicon.ico file to use on the site. This is obviously the same icon we set up when making the mittspor.no app icon earlier on, but with the size of 16x16px, and in the .ico format.

Below are screenshots of the site before and after the update. I didn't make a prototype other than this for this site (as well as a descriptive pdf with the changes done, for the brothers to see what will need to be done), since the coding behind is very complex, and would be too much to build when only making a prototype.

The changes made to mittspor.no are the following: The sidebar now uses the brand colours, and the text has been set to white. The dark blue, orange and black has changed to the TimeTrack blue, orange and grey. Around the entire site we will add a bright blue border (a specific request from the client), and the logo has been added to the bottom right corner.

Having done this, the TimeTrack project was finalized, and print and screen ready files were set up before I sent these to my client on February 12 as scheduled.

GV Reklame Branding

As per my schedule, this part of my exam would begin February 15. This part included improving some of the branding at GV Reklame.

Light Boards Branding - One of our best selling products, my boss wanted to improve the branding of these boards. A problem we have at work is that not all of us employees have a good understanding of the different boards as there are so many, so we needed to think of a better way to display them - especially on the website. In short there are three main categories of boards, but under each of these categories there are many types; one specific size and "format" for each truck.

So on February 15 I sat down with my boss and spoke about the branding and boards. We set up a plan for what needed to be done: New logo version (they all follow the GV Reklame logo style) for one of the categories, and my boss would like to see all the three "logos" with some sort of 3D effect or similar. Take product photos of the three categories. Set up a new ad for and about the boards, which we pay to have in a magazine about twice a year. Find good photos of all the boards on trucks, and write on the actual photos the name/article number of the board - this for the website, as people now don't know which board they will need. In addition to this I would set up a new table with more information about the article numbers of the boards, prices on each of them, extra information, etc. for internal use.

Below are the "logos" before and after modifying:

For the product photos I used my 50mm lens, and an external flash. With this lens I get a large aperture, and I get to place the focus exactly where I want it. This is an effect I personally like very much. I set up a little "studio" in a room at work, and brought boards from each "category" with me to get these photos.

On some of the photos I removed the background, and added a reflection below. I figured this would look nice in the ad, and perhaps even on the website. The process of doing this on one of the photos is shown below:

Below is another before and after editing example:

The third category is a bit more "complex" so I got to try out a few more angles for this one, as well as having the board both standing and lying down - and adding some light.

Before starting the magazine ad I had a look through earlier editions of the magazine it will be placed in. Looking at the other ads in the magazine helped me get a better understanding of what works, and what doesn't work with the ads that have been used by other businesses. The target group of this magazine are grown men, interested in trucks and driving, so this was important to consider. Through my research I found out that many ads use a lot of text and other elements; these to me came out as too busy, and thus not getting enough attention. So I wanted to try a different approach. I began doing some sketches by hand, before trying out some ideas in Illustrator.

Branding

My boss liked the gradient between blue and dark blue (as seen in the modified logo) in the background, so I kept using that when refining ideas. I tried out different placements of elements and text, and also what content was actually used - since this was a little up to me. We have used a very similar layout/design for this magazine ad earlier, so my boss wanted me to try out ideas quite different from that, and the content was therefore a lot up to me. I however did know that I wanted to try using the product photographs, since this is something we have never done before, and the photos do have a quite professional look.

Branding

The three ideas below are the ones I presented to my boss and coworkers after some further refining. Adding the light effect to the Flexi Duo light board definitely made the whole ad more interesting, and now immediately caught people's attention.

Working a bit more on combining a few things from the ads above, I finally came up with a design my boss was very happy with. This ad is quite simple, yet still gets attention. It's easy to see what it is (at least for the target group), and all necessary information is quickly found. Below is the final design:

For the photos for the website my boss wanted these to display the boards on the trucks, rather than only using product photos. This way the customers will easily see which board to buy by looking at the truck, rather than having to ask which size belongs to which truck. So for this task we had a look through photos we have taken earlier, and I added the number to the photo (this could of course also be done through coding, but since a hired company updates the website, we have more control this way).

For the different categories, the number is placed either at the top (Flexi+) or bottom (Lysskilt) since, the light boards for Flexi+ are placed far down on trucks, and Lysskilt far up - this way the number and board will never touch. Below are a few examples:

Branding

Making a few changes to the website as well, the look and feel will change a bit with the new images, as well as adding logos and product photos. Below is an example of the change:

The table is set up in InDesign, and is quite straight forward. I had to gather some information about the boards though, talking to my boss, one of my colleagues, and some of the other guys we work with to make the boards. To make it easy to see which page belongs to which category, I also placed a product photo on the bottom of the pages - or wherever suited.

GV Flexi+ for bytte av budskap

Alle skilt har total dybde 33mm og det kan lagres inntil 4 plater i kassen, enkelt å bytte plate. Vi kan også lage GV Flexi+ på spesialmål.

Klargjøring til hylle:
- Krympestrømpe på ledningen
- GV Flexi+ merke nederst til venstre på kassen
- Blank GV Reklame på høyre tverrkant
- Gummi skjæres i sidene
- Gule klistremerker ved toppen av lysplaten, hvit folie i øvre del

Sjekkliste ved sending:
- Omslagsmappe
- Samsvarserklæring (1 stk per kasse)
- Koblingsskjema
- Reklamebrosjyre GV Flexi+ / Duo
- 24 volt spenningsregulator

Art. nr.	DK	Nils	Flexi+		Pris
601	SL99	20	116x25cm		8200,-
602	SL78	22	116x20cm		8200,-
603	SL97	21	96x25cm		8200,-
604	SL75	23	96x30cm		8200,-
605	SL98		104x18cm		8200,-
607	SL86	27	MAN TGS spesial 105/84,5x25cm		8800,-
608	SL95	27	MAN TGX spesial 114/93,5x25cm		8800,-
610	SL79	29	88x20cm		8200,-
611	SL81	33	88x25cm		8200,-
612	SL70		Volvo nedre stigtrinn spesial kort 127/120/79x18,5cm		8900,-
613	SL68		Volvo øvre stigtrinn spesial lang 143,5/138/97x18cm		9500,-
614	SL69	37	100x15cm		8200,-
615	SL62	64	Stigtrinn Scania S og R 103/91x18cm		9500,-
	SL61		98/63x19cm		
805			Plate blank		490,-
806			Plate med logo		890,-
807			Plate bred last		790,-
808			Plate lang last		790,-
809			Plate tung last		790,-

GV Lysskilt for alle lastebilmodeller

Vi lagerfører lysskilt for alle lastebilmodeller.

Sjekkliste ved sending:
- Omslagsmappe
- Monteringsbeskrivelse
- Eget ark som tilhører produktet
- Reklamebrosjyre GV Flexi+ / Duo
- 4 klosser og skruer
- Lim
- 24 volt spenningsregulator
- Vinkel langs siden, for å unngå knekk i platen - gjelder for sendinger med kun 1 eller 2 plater
- Blank GV Reklame klistremerke på høyre side av toppen

Art. nr.	DK	Lysskilt	Ekstra	Pris
700	SL104	Lysskilt Scania Topline XL 174x31cm	6 klosser	7500,-
701	164 R-HH	Scania topline lysskilt 166x25cm		6500,-
702	135 H-HH	Scania highline kort lysskilt (135cm)	Gummilist	6100,-
703	164 H-HH	Scania highline lang lysskilt (164cm)	Gummilist	6500,-
35		MAN LED Spoiler TGS/TGX m/5 dioder		2950,-
36	SL93	MAN lysskilt til solskjerm XXL og XLX 154,5/136x23cm	Spesialskruer	6500,-
37	SL67	MAN solskjerm XL hytte 106/86,5x23cm		6000,-
38		MAN solskjerm TGS L og LX 81/62x25cm		6000,-
705	137 SP-HH	Scania spoiler lysskilt 138x30cm	Gummilist	6400,-
712	S135-HH	Scania-skilt S&R hang 134x21cm		6300,-
713	S119-HH	Scania-skilt S&R hang 117x26cm		6300,-
714	SN134-HH	Scania-skilt S&R normalhytte 133x18,5cm	Gummilist	6300,-
715	SL236	Scania-skilt S&R høg 180x27cm	6 klosser og gummilist	7500,-
799	MB-137-HH	Mercedes Benz Stream Space		6300,-
800	MB 127-HH	Mercedes 127cm Actros Giga Space		6100,-
801	MB 165-HH	Mercedes 165cm Actros Giga Space		6500,-
802	DA-C121-HH	DAF CF lysskilt 122/95x29cm		6100,-
803	DA-146-HH	DAF XF lysskilt 144/132x28cm		6500,-

GV Flexi Duo lysskilt for følgebil

Spesialutviklet lysskilt for følgebiler. Skiltet lyser forover og bakover og oppfyller spesifikasjoner for følgebilskilt. Skiltet legges ned når det ikke er i bruk for å minske luftmotstand.

Skiltet kan kjøpes komplett med led lysbro eller kun selve lysskiltet.

Sjekkliste ved sending:
- Omslagsmappe
- Samsvarserklæring (1 stk per kasse)
- Koblingsskjema (endre til 12 volt)
- Reklamebrosjyre GV Flexi+ / DUO
- 12 volt spenningsregulator

Art. nr.	DK	Flexi Duo		Pris
609	SL96	GV Flexi DUO lysskilt 12 volt		9800,-
652		Blitzbjelke med styringspanel		6000,-
804		Skiltplater bred/lang/tung til DUO		590,-
6090		Vegtransportledare lysskilt m/motor		31 800,-

GV Solskjermer/diverse

Art. nr.	Solskjerm/diverse	Ekstra	Pris
400	LED Diodelys ikke montert		500,-
402	Hellakkering standard farge	Oppgi fargekode	3500,-
403	Hellakkering metalliclakk	Oppgi fargekode	4000,-
404	Festesats til TGX/TGS 2stk		1300,-
41	MAN Solskjerm TGX XXL-Hytte		6100
46	MAN Solskjerm TGX, XXL-Hytte m/lysskilt		13 100,-
42	MAN Solskjerm TGX XLX-Hytte		6100,-
47	MAN Solskjerm TGX, XLX-Hytte m/lysskilt		13 800,-
43	MAN Solskjerm TGX XL-Hytte		6700,-
48	MAN Solskjerm TGX XL-Hytte m/lysskilt		12 600,-
44	MAN Solskjerm TGS LX-Hytte		6100,-
45	MAN Solskjerm TGS L-Hytte		6100,-
49	MAN Solskjerm TGS L- og LX-Hytte m/lysskilt		12 600,-

Exhibition Products - The start of the design of the back walls for the trade show was delayed when we had an ad request approved by the local paper, and had to get this ad ready in a couple of days. So instead of starting on the exhibition products as planned Thursday 22nd of February I had to work on this ad. This ad was to simply tell people that the business exists, and did not focus on one product (as the magazine ad) only.

For this I went to do some photography; planning to have a photograph fill the background, and only add some simple text, logo and elements to it. I used my 50mm lens for these photos as well, as the large aperture allows for a blurry background, and to in this case have only e.g. the hands in focus. I did not do any sketches by hand for this, since I find it much easier to see good element placements etc. when I have photos to work with; where I can see where it actually works to add text and other elements.

The ad was needed in three different formats: 122x181mm, 146x181mm, and 580x400px. The latter will be online between February 27-May 30, and the first two are for three different publication days of the newspaper. I began with the 122x181mm, and adapted the design to the two other formats after.

Branding

Finished design in all three formats:

On top of this one of the business cars finally said its goodbyes during my sixth exam week. A new one was bought almost immediately, but new decoration was of course needed. As a business making car decoration it is very important that our cars as well are decorated, so I was set on this project. The sides and front of the car would only be in solid colours, and with the new, modified logo and slogan. For the back though, we agreed to use the same design as in the newspaper ad (only adapted to the car).

The logo on the car is printed in reflection foil, and the "Så bra" slogan will also be added to this for more interest on the sides - where one side is decorated with blue foil, and the other in orange.

When, although a day or two late, I did start designing the back walls for the trade show, I first of all did some research on good design for booths in trade shows. *Handshake* has a good article with some good tips on how to make your booth stand out at such an event, where many businesses compete to get attention. These tips were to for example pick one or two specific products to make people remember from the booth. Since this event is mainly about light boards, I knew this would be the products to display. The back walls are the focal point – which is what I had to design, where the booth will be 3x6m², with a height of about 2,2m. The article suggests to use these walls to convey the one or two points or products the audience should remember (and this would obviously be the light boards for this trade show).
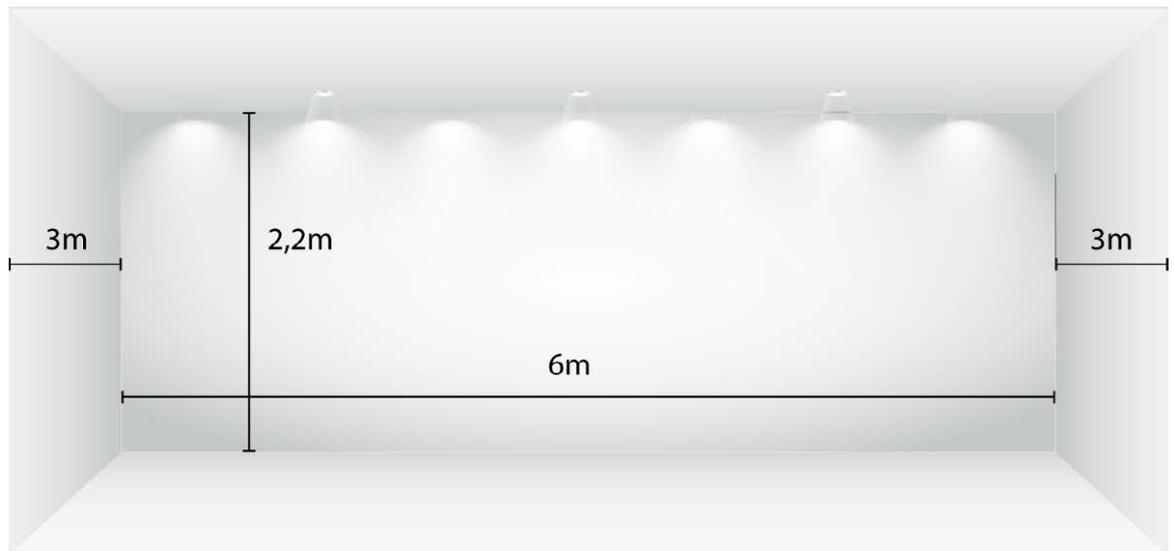
The article suggests to of course integrate the logo, but avoid using many static images like photographs (which is what we have done earlier). Rather than a collection of images, a few that quickly "hit hard" is much more striking. Another tip was to use a maximum of three colours – this of course though will depend on the brand identity and colours. A gradient of blue to dark blue, orange, and black and white are the colours I wanted to use for the graphics, so I knew this would not be a problem. A final rule of thumb suggested in the article was to have 40% empty space – which has also not been the case on our earlier booths. So this is something I kept in mind when thinking of the booth design.

I used the magazine ad as inspiration, as this would then tie in well together, and people might recognize the booth based on the ad (which is also an ad we send out with all the light boards we sell), and simply went into Illustrator straight away to set up the design. Two side walls of 3x2,2m, one wall of 6x2,2m, and the floor 6x3m.

Branding

Final design, flat and as a mockup:

Placing the text high up felt natural and practical, as that's where it will be easy for people to read. It then makes sense to place the photographs further down - these however are easy to see even far down, and are interesting enough to make people stop by. Having the Flexi DUO board near the centre was a way of also getting attention, since this really pops from the background and is visually engaging.

With the placement and arrangement as this, all products, as well as a few words for the business alone have the same size for display (3x3m). We also agreed to keep the floor simple with the logo and background only, but having something else than the boring grey floor is also something that will usually catch people's attention.

With this done Thursday 1st of May, I had finally finished all products I had listed on my project schedule, and a few more.

GV Reklame Other Projects

The work process at work is very different from what I'm used to at school. Since the client pays for all the time we spend on a project, we usually skip the research stage and jump straight to the designing. Sometimes I will do some quick scamps before I begin, but more often we work digitally straight away. The length and scope of the projects vary greatly, and include everything from simply adding a text to a road sign, to placing logos, contact info and other information or elements as car decoration, and to actually designing logos.

During this period I have tried taking photos of most of the finished results. Instead of describing all these projects, I will simply add a selection of products I have designed during these seven weeks. These projects include different signs, car decorations, posters, anniversary logos, motive designs, editing photos, vectorising files, meeting with clients, measuring windows and similar, setting up other files etc.

"Film Music" concert poster.

Design for suitcases used by local magician Boje Hoseth and his son Brian at the Magic Convention Blackpool (where they won) in the US.

Process of designing a motive that will be used on old containers transformed to fire trucks.

Brannbil bygd opp av
Slåttøy

Ideas for an anniversary logo, and final design on a mug for a building company.

Update of design and signs at the local shopping centre Amfi.
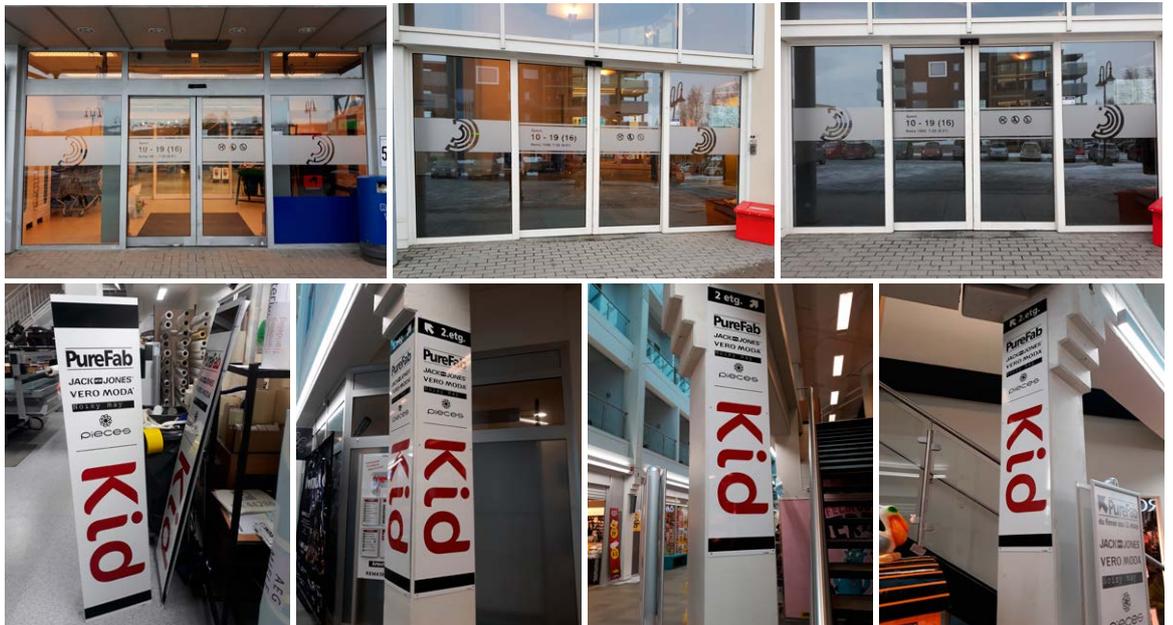
Design for a trailer. This job included taking measurements and setting up print ready files, as well as doing some editing in Camera Raw of the photos provided by the client.

Other projects

GV
REKLAME
WWW.GV.NO

Below are more different projects.

Other projects

Other projects

Other projects
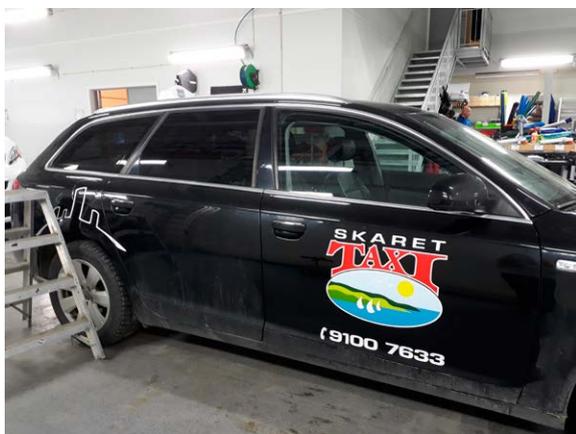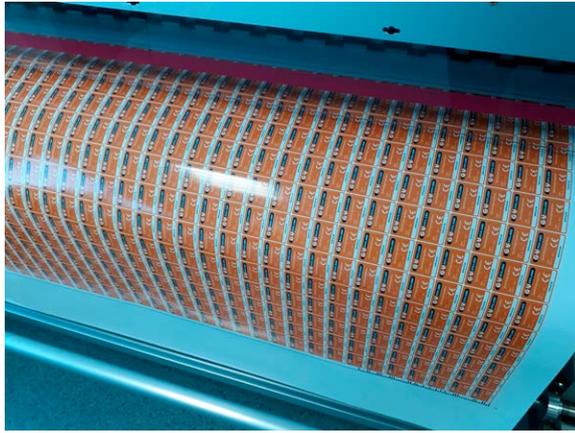
DESIGN CHOICES

I will again focus this part of the report on the TimeTrack project as this was the part where I had the most freedom, and the whole business identity was built up by me.

Style/Genre

I would describe the style of TimeTrack as professional, modern, innovative, and forthcoming. It is simple, yet effective due to its high contrast and bold shapes and lines. The logo, and thus all other products, have been designed with a focus on a simple, but strong and memorable design.

Layout/Design

The layout and design is very often based on a landscape oriented format, as this is where the primary logo comes into its own. Ideally the primary logo of course is what should be used.

The design should come across as simple, but still engaging. The TimeTrack profile is in my opinion not too complicated, however it should get the attention of their target market. I have tried my best to avoid adding unnecessary elements that don't necessarily add anything to the appearance or message, and rather tried to grab people's attention and have them stay interested. The TimeTrack design I believe will get noticed, and I have done my best to develop an identity people wish to check out.

Typography

The main brand font is Myriad Pro. This is the font that ideally is used for all typography. It is a sans serif font, released in 1992. The family has a full range of widths and weights, although for TimeTrack we only use regular, bold, and italic. The font has "well-drawn letter proportions, clean, open shapes and extensive kerning pairs" which "ensure that the design retains a comfortable level of readability across all of its variants" (*Fonts.com*). Myriad Pro, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#$%&/()=?

When there is a lot of text, the 1993 serif font Georgia replaces Myriad Pro for body copy. In *InDesign: Typography,* Nigel French says that combining a sans serif with a serif font "gives us contrast, and contrast is a very important factor when combining typefaces." As explained in *The Fundamentals of Typography*, the small cross lines at the end of strokes that form the serifs, "aid our ability to recognise characters and help us to read by leading the eye across the page. For this reason, serif typefaces are generally easier to read than sans serifs" (page 46). Georgia, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#$%&/()=?

Design Choices

Colours

The primary colours are orange and blue. To complement these we have added a bright blue colour, a grey, and black and white. With this colour palette, it should always be easy to with the colours only create enough variety and contrast.

RGB	CMYK	RGB	CMYK	RGB	CMYK	RGB	CMYK		
R: 255	C: 0 %	R: 0	C: 100 %	R: 117	C: 63 %	R: 111	C: 49 %		
G: 77	M: 79 %	G: 65	M: 73 %	G: 148	M: 31 %	G: 113	M: 38 %		
B: 0	Y: 94 %	B: 107	Y: 33 %	B: 179	Y: 14 %	B: 110	Y: 40 %		
	K: 0 %		K: 21 %		K: 0 %		K: 35 %		
Web		**Web**		**Web**		**Web**		**Black**	**White**
#ff4d00		#00416a		#7594b3		#6f706e			

The orange and blue complement each other, and together with white backgrounds sometimes resembles the Norwegian flag (although this of course is red rather than orange), which I think fits perfect as TimeTrack is a Norwegian business. The bright blue feels even colder than the main blue, and thus we have a very warm (orange) and a very cold colour in the palette.

Elements

The main TimeTrack element is a stripe which complements the logo, but may be used separately as well. This is an element I definitely think makes the TimeTrack identity both unique and memorable.

For further interest I have designed some silhouettes, and a stop watch to reflect the sports and work TimeTrack do. These are made with the idea of seeming realistic, but of course without too much detail as they are meant to be silhouettes. Whether they are displayed as grey or blue, or with a gradient will depend on the rest of the design.

Design Choices
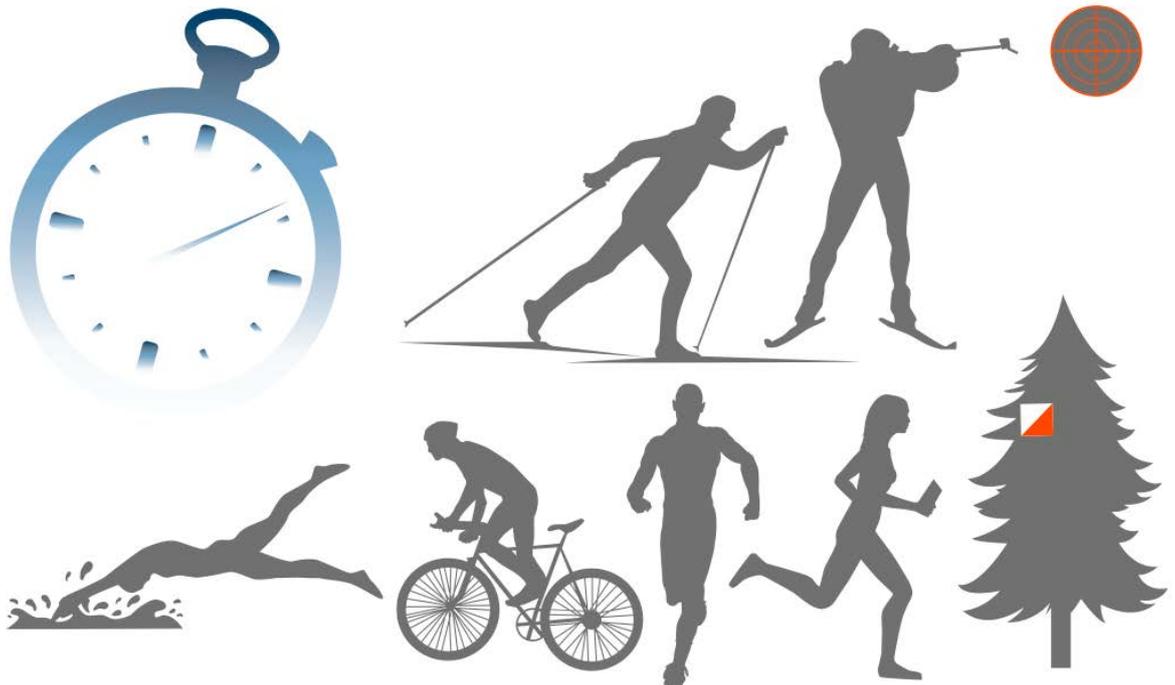
SELF EVALUATION

Reflection Around Finished Product
Looking back at these seven weeks as a whole and all the projects I have worked on, I'm very happy with the products I have designed.

The TimeTrack profile I believe has truly come to life now, and I feel confident that the client was happy with the finished identity, including all products. I had a great dialogue with the brothers in TimeTrack throughout the whole project period, and we shared ideas and suggestions from sketches to final designs. By doing this I ensured that the identity was one they were truly satisfied with, and one they would actually keep using.

For the GV Reklame branding I'm really excited to see that I got to do something entirely different from what has done before. The design of the business was getting a little outdated, so it was about time we made some changes. My boss of course has quite a few opinions for this design, and is in that way actually a good client to work with - however, I really got to put my own style and ideas into all of this design, especially the light boards. I'm very happy to see that I learnt much more about the light boards during this period, and knowing that the regular work days will now actually be much easier for all us employees since everyone easier understands the categories and types.

Development and Process
This seven week long project has in many ways been very challenging and hard. I have had a lot to do, and a tight schedule to follow. What I find very interesting on the other hand, is that I managed to meet all the deadlines I set myself (despite having a few products actually added to the list) - without feeling that this challenged the final designs of any of the products.

The development and process of the two main projects (TimeTrack and GV Reklame branding) were quite complex, and I feel that the necessary research and commitment was put into every product to come up with a good, functional end result.

One of the biggest lessons learnt from my time at GV Reklame is how different clients can actually be. This is something that keeps surprising me, as I meet people who know exactly what they want, people who have absolutely no clue, and those who knows but don't really know until they see it finished.

What I love about working at GV Reklame is to see the process from start to finish. I don't only get to see the design finished on a screen, and then send it off to a printer never to be seen again; I actually get to see it printed in real life, and in the actual size. This of course teaches me much about making files print ready, using for example bleeds and cut contours.

Self Evaluation

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