



Technovation iridescent
CANADA



Unit 6 – Visuals and Logo

Last Week: Business Model and Prototypes

- ➔ Share with the group
 - What feedback did you get on your prototype
 - What changes are you thinking about for your app
 - What questions do you have to figure out profitability



Learning Objectives

- ➔ Learn about logos, fonts and color schemes
- ➔ Choose a color scheme and fonts for your brand
- ➔ Create a logo for you brand



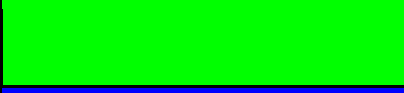





Visualizing Your Brand

- ➔ In Unit 3 we discussed your brand's personality
- ➔ Now we will look at how to visualize that personality
- ➔ Colours and images bring your brand to life
 - Lets your customers easily recognize your brand
 - Consistent colours re-inforce the brand

Colour Psychology

- ➔ Colours are linked to emotion
- ➔ Different cultures and countries have different associations
- ➔ Your colour scheme should match your brand personality
 - Keeping in mind your customers and any cultural differences

What is in a Colour

Red		Passionate, Aggressive, Important, Revolution
Orange		Playful, Energetic, Cheap, Vibrancy
Yellow		Happy, Friendly, Warning, Wisdom
Green		Natural, Stable, Prosperous, Honesty
Blue		Serene, Trustworthy, Inviting, Loyalty
Purple		Luxurious, Mysterious, Romantic, Inspiration
Brown		Earthy, Sturdy, Rustic
Black		Powerful, Sophisticated, Edgy, Formality
White		Clean, Virtuous, Healthy, Innocence
Gray		Neutral, Formal, Gloomy, Modesty

Activity

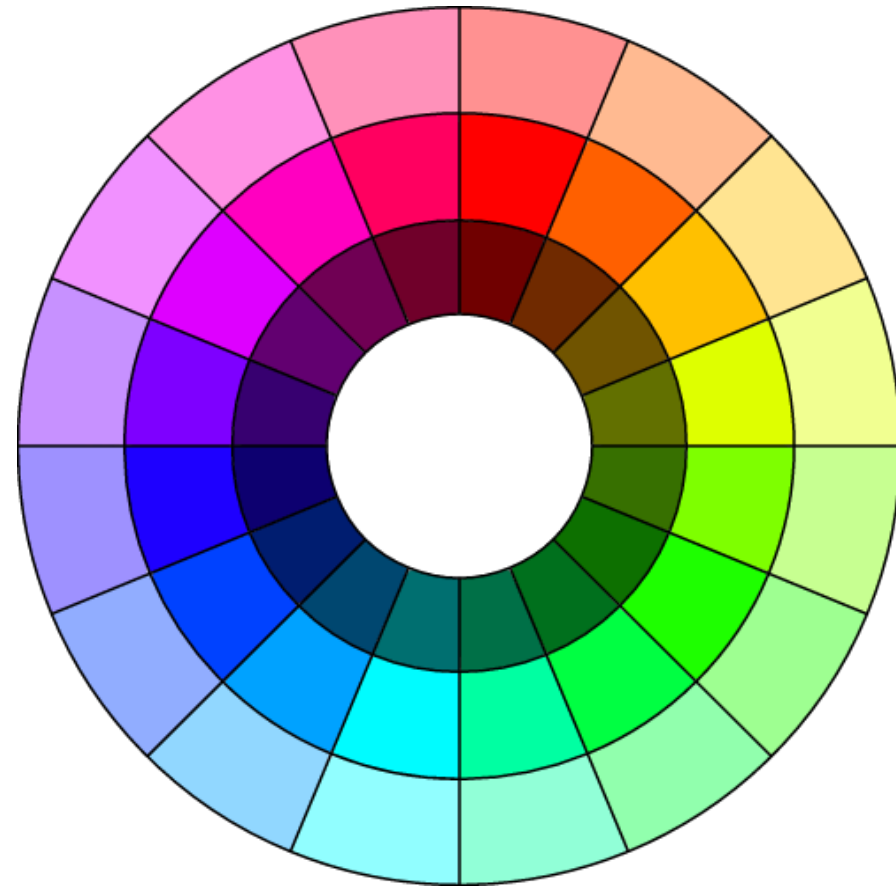
- ➔ With your team, identify one of the colors in the chart above that best represents your brand's personality.
- ➔ For example, if you want people to identify your product as being exciting and new, you might choose orange as the color that best represents your brand!
- ➔ 5 minutes

Picking Schemes

→ Colours can be different tints or mixed

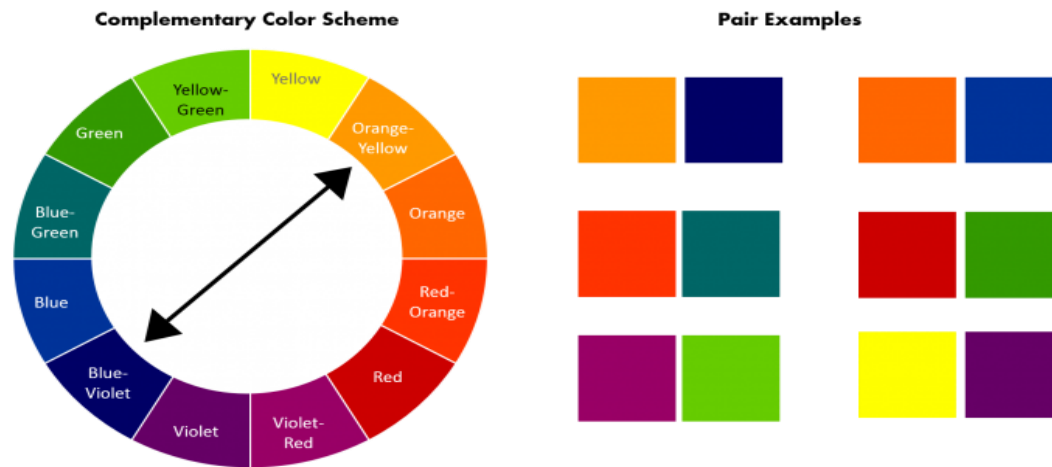
→ Eg. Orange

- Saturated orange indicates excitement and adventure.
- Light yellow-orange more lighthearted, happy feeling.
- Dark yellow-orange it could look murky or even give a feeling of illness



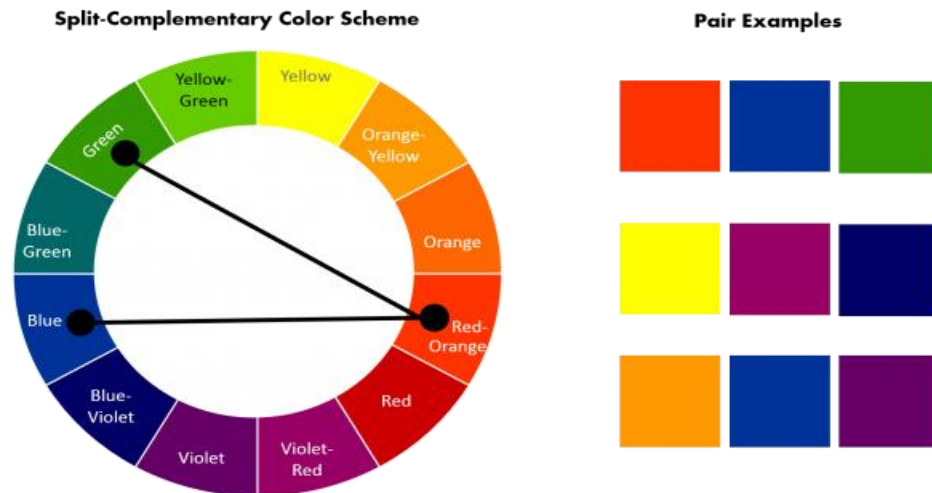
Complementary Scheme

- ➔ Pair a colour with it's exact opposite on the colour wheel
 - can be overwhelming in large doses, but brings attention to things that you want to stand out.



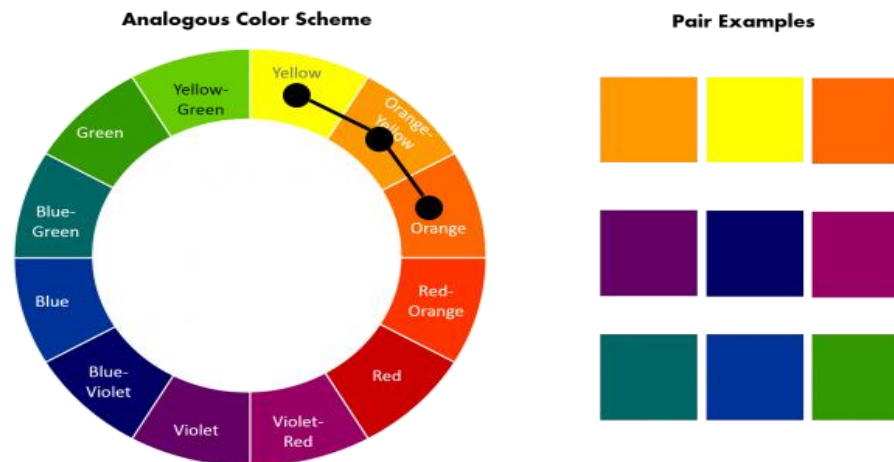
Split Complementary Scheme

- similar to complementary, replacing one colour by the two adjacent to it.
- Reduces the tension that can be present in, while still having a lot of contrast.



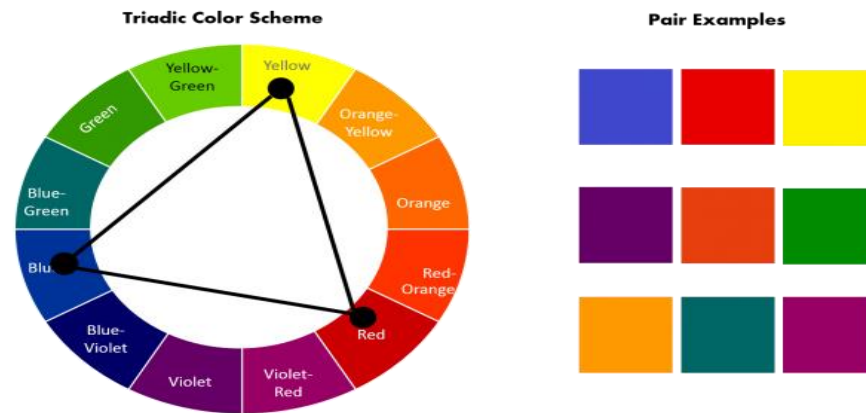
Analogous Scheme

- ➔ Use colours that sit next to each other on the color wheel.
 - Gives a sense of serenity and calm. Create enough contrast so that brand visuals are easy to read.



Triadic Scheme

- ➔ Pick colours that are equally spaced on the color wheel.
 - Even if you use tints or shades, these color combinations can be very bold and energetic.



Picking Fonts

- ➔ Fonts are important when establishing your visual identity
- ➔ A font, or the way that text looks, can help express your brand's identity.
- ➔ Every font has a personality and meaning/context that people recognize and associate with it
- ➔ Fonts can be formal, informal, bold, delicate, load, understated, modern, old-fashioned ...

Font Choices

→ Readability

- Both of these fonts are at the same size, *which one is easier to read?*

→ Image

- Both of these fonts are at the same size, *which one fits your image better?*

→ Voice

- **Loud Voice** or a Soft Voice

Creating a Logo

- ➔ A **logo** is a symbol that represents a company.
- ➔ Aims to capture its goals, purpose, and personality in a simple mixture of symbols and words.
- ➔ Three common types of logos:
 - Wordmark
 - Symbol
 - Combination

facebook



Next Steps

- ➔ Choose your colour scheme
- ➔ Fonts
- ➔ Logo

Use your
workbook

Planning Your Code

- ➔ Learn how to...
- ➔ How to plan out what you will code
- ➔ Ways to manage your project and structure your time

Pseudocode

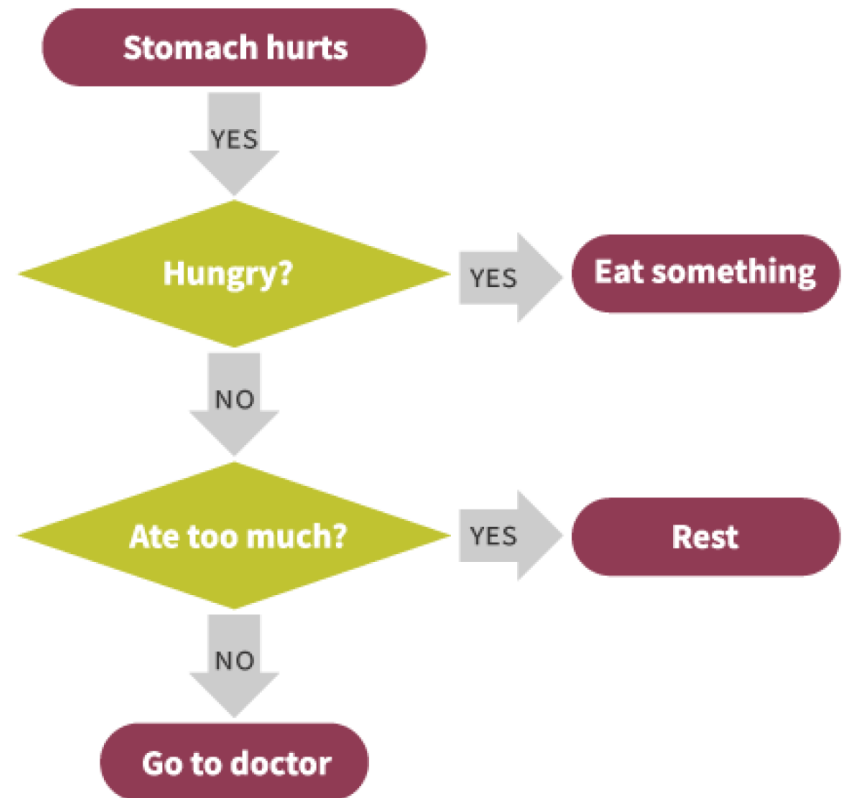
- ➔ Pseudocode uses plain language with some code mixed in to explain what your app does.
 - Use programming terms that you know, such as loop or conditionals
 - Include App Inventor components that you may want to use such as ListView or buttons.
- ➔ Write out the basic flow of what you want your app to do before you code it

Sample

- ➔ When the user hits search
- ➔ The app uses a **for loop** to search through all of the names and descriptions stored in **TinyDB**
- ➔ **If** there is a match
 - The app adds the scientist name to an empty list variable called *searchResults*
- ➔ **If** *searchResults* is empty after the loop ends
 - The app notifies the user that there are no matches
- ➔ **Else**
 - The app displays *searchResults* in a **ListView**

Flowcharts

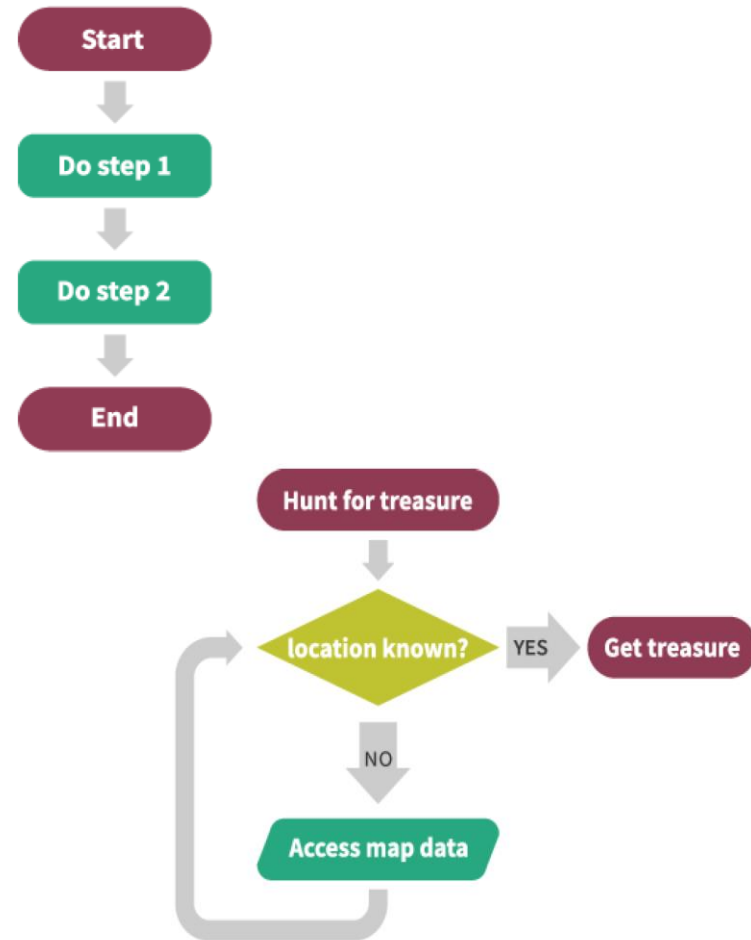
- ➔ A diagram that represents an algorithm.
 - Shapes and arrows show how data moves
 - Read from top to bottom.
- ➔ Ovals show where there are starts and ends
- ➔ Diamonds indicate decisions



Creating your flowcharts

- ➔ Rectangles indicate procedures
- ➔ Parallelograms indicate external programs or data
- ➔ Convert your pseudo code to a flowchart before coding

Coding will go faster!



Time Management

- ➔ How to work efficiently towards this goal, and meet the deadline?
- ➔ Who will test the digital prototype and when?
- ➔ How to know when you have a working digital prototype to submit?

Stages of Development

1. The users, their needs, and an MVP has been identified
2. The actions that the users will take in your app have been mapped out with a flow chart
3. Software is created
4. User testing happens, bugs are identified
5. Bugs are fixed and the team ensures that the app is free of errors
6. If the app works without any flaws on a mobile device and the team is satisfied with the end result, then it is ready to be shared

Tips

- ➔ Set a schedule
- ➔ Break the tasks down and split them up
 - Work in pairs and tackle different parts simultaneously
- ➔ Prioritize
 - Make it work and then make it pretty
- ➔ Focus
 - Finish one task before starting the next

Technical Submissions

➔ Earn an extra point for including your flowcharts in your submission!

➔ Technical checklist:

<http://technovationchallenge.org/wp-content/uploads/2017/01/Technical-Checklist-2017.pdf>