

SENIOR PROJECT WINTER QUARTER 2020

ALEXIS HEALEY

ABOUT ME

I'm a fourth-year Graphic Communication major with a concentration in Management. I have always had a passion for creativity and am so thankful that I have had the opportunity to learn and grow my skill-set through Cal Poly. I really enjoyed working on this project which allowed me to collaborate with some incredible new people and diversify my skill-set.

ABSTRACT

I worked closely with my mentor, Jennifer Mott Peuker, on this project in order to develop an icon for the HVAC&R (heating, ventilation, air conditioning, & refrigeration) program within the Mechanical Engineering department. Jennifer is a Mechanical Engineering graduate and has been working at Cal Poly since 2014; she is currently an assistant professor. She also helps run the HVAC&R program and felt that there was a strong need to re-design and modernize its branding. For most of this project I focused closely on developing a new icon that would represent the program as a whole and would also be simple and easy to understand. I'm happy with what was accomplished and excited for the future of this project!

RE-BRANDING THE HVAC&R PROGRAM WITHIN THE MECHANICAL ENGINEERING DEPARTMENT

THE DESIGN PROCESS

GOALS

The main goal for this project was to create an icon that represents HVAC&R fully and can be easily understood. The icon had to remain within the Cal Poly marketing parameters. This added many limitations in regards to design color and fonts.

RESEARCH

As a Graphic Communication major working on a Mechanical Engineering related project, it was really important to take time to understand what HVAC&R embodies and how to effectively represent it.

DESIGN & REVISE

The majority of the project timeline was dedicated to designing the icon. Many different drafts were created, as well as countless variations. The goal for the icon was to look unique, yet also simple. I ended up making the shape of the logo mimic a fan, with six separate white icons representing different specialties of HVAC&R on each blade. *The final icon is displayed in bottom right corner.*

FINALIZE & SHARE

Once it was narrowed down to one single icon, it was time to revise and perfect it. Afterwards, my mentor and I met with the Cal Poly marketing team to make sure the icon remains within the university standards. Finally, I presented the new design to the Mechanical Engineering board. Now we are in the process of getting marketing items made with the new icon for HVAC&R's event in the Spring.

