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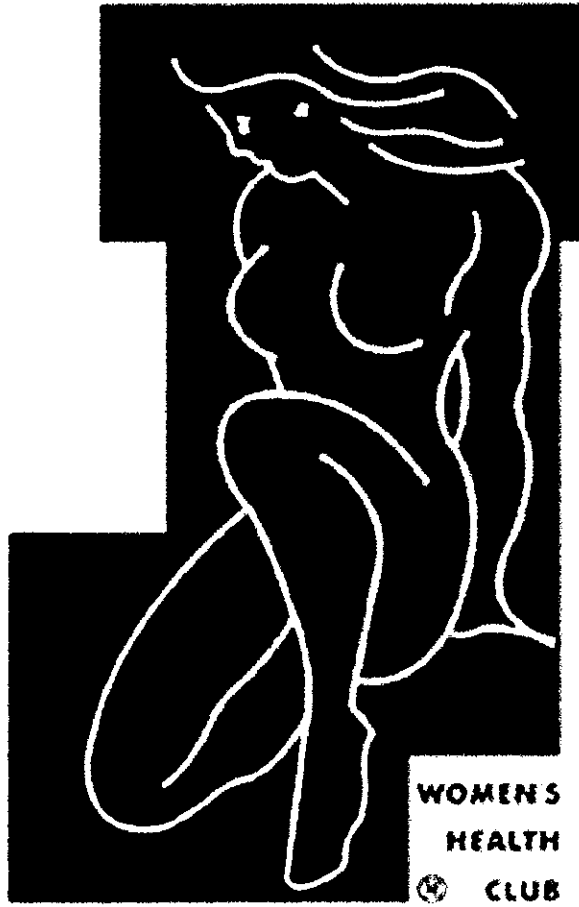
Darwin High School

Design practical - Stage 2

Investigative study

Topic 2: Analysis of Graphic and Visual Communication.

Word Count: 1516



fernwood

Fernwood is a women's only health club. Fernwood claims, "To offer women a safe, secure, supportive environment where they can exercise, slim and learn about good nutrition and weight management". Their logo needs to be inviting and unthreatening to attract their target market of everyday women. The company's descriptive logo features a line drawn voluptuous woman posed over one green and two blue overlapped blocks of colour. The company name, "Fernwood", runs vertically up the left side of the main logo in flowing lowercase blue font, and the words "women's health club" sit nicely between the word "Fernwood" and the main part of the logo in a sans-serif capital green font.

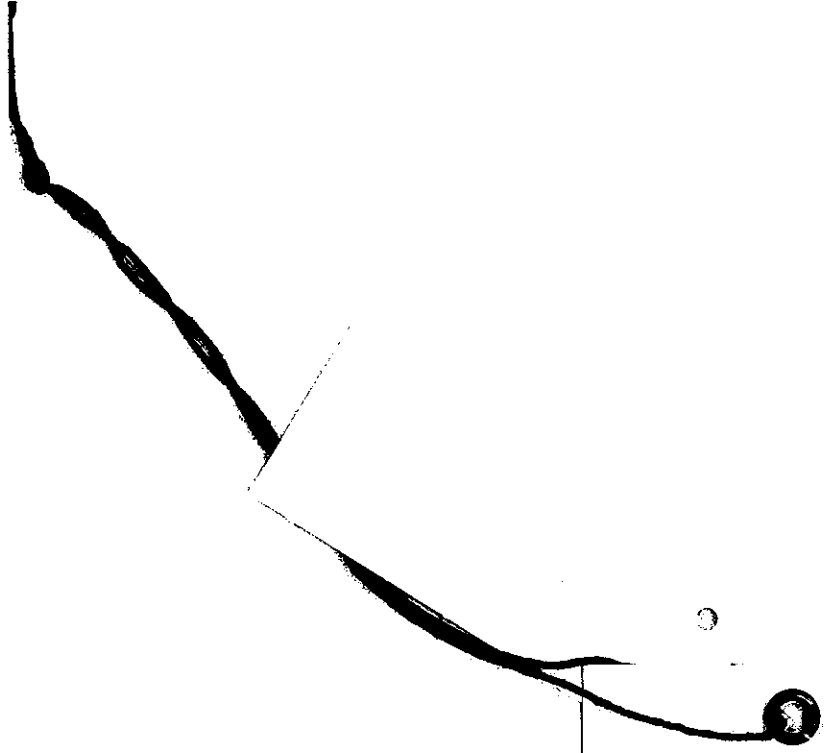
A female figure is the main focus in the logo, as Fernwood is a women's only health club. The shape of the woman is created with soft, curved white lines. This simple yet effective technique gives the feeling of calmness. The woman depicted by the soft lines has no identity. By not having an identity more clients can relate this woman to themselves personally. Her voluptuous figure depicts a "real" woman with a "real" figure. This "real" image appeals to the everyday woman who may not have the so-called "perfect" size 0 figure. The woman's flowing hair and curvaceous body resembles the images of goddesses in Greek mythology that are commonly associated with classic beauty. This sends a message to the company's target market, "real women", that there is no need to be stick thin to be considered beautiful. The figure's beauty seems effortless.

The blue and green of the overlapping blocks, and the lines that these blocks create are cool and crisp, which contrasts against the curvy white lines that create the woman's shape. This combination of relaxing colours and flowing lines are inviting, soothing and unthreatening – all very important for potential self-conscious clients. Working out at a gym takes effort and motivation. These cool, soothing colours counteract the dreaded feeling of having to work out, making it appear effortless.

In the bottom right corner are the words "Women's Health Club" in the same green as used in the blocks. Referring to Fernwood as a "health club", when ultimately it is a gym, is more inviting and less "blokey" or "macho" than calling Fernwood a "women's gym". Women would feel more motivated to go to a "health club" than to

a regular gym. The font used for the company name "Fernwood" is simple and easy to read. It is written in italics and has a feminine feel about it.

The logo is eye-catching but still retains timeless simplicity. The logo is interesting, memorable, easily recognisable and most importantly, original. The use of three simple colours makes this logo practical for many applications and would be easily applied to merchandise, letterheads, business cards and equipment. Although the logo does not blatantly show a picture of a gym or dumbbells, the logo still has a feeling of health and wellbeing about it.



A swing tag is a tag attached to a product, most commonly clothing. Swing tags can give consumers information about the product such as size, colour, price, and any care instructions or warnings. Swing tags are also used to attract consumers by adding perceived value to a product, which in turn makes the product more appealing.

This swing tag is from a women's singlet, made by the iconic Australian brand *Mambo*. It is approximately 5x15cm. The swing tag features an outline of a girl with her finger in her mouth. Coloured shapes are overlapped over and around the girl. The words "Reveal your inner mambo" are spread out through three coloured shapes on top of the girl's chest, and the word "goddess" runs vertically down the right side of the tag.

The swing tag is made from a waxy paper. This makes the tag durable and harder to rip or tear off. A pink eyelet is used around the hole for added durability. The tag is attached to the garment using a red string. Red string looks more expensive or valuable, and is easily untied from a garment without damaging the clothing. This gives the illusion that every element of clothing, including the red string, is given equal care. The smooth waxy paper has been slightly crumpled. These contrasting textures, smooth and crinkled, add an interesting feel to the tag and made it that much more individual. The black outlines are uneven and rough. The weighting of the black outlines is inconsistent. The roughness is carried through to the coloured blocks, whose edges resemble torn paper. In contrast to this are the smooth edges of the circles, stars and the girl's hair.

The swing tag is very bright and eye catching. The tag is predominately white with splashes of green, blue, red, pink, and teal throughout. Using only small concentrated blocks of colour on top of the white background made the colours stand out. Parts of the girl's skin have been filled in yellow. Black is used to draw the outline of the girl and the word "goddess". The thin uneven lines and collage-like placement of the coloured shapes have a homemade feeling about them, as if a lot of effort has been put into designing and making this tag. The red string and pink eyelet also add an unconventional hint of extra colour. The bright bold colours attract customers and help to make the garment more appealing.



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Although the long rectangular shape of the swing tag is symmetrical, the design printed on it is not. The girl is placed off towards the left, with the word "goddess" vertically up the right side. The girl and the randomly placed coloured blocks are the dominant focus of the design, even though they are actually placed behind the word "goddess". This layered effect also adds towards the homemade collage-like feel mentioned earlier.

Mambo's womens' range is called "Mambo Goddess". A goddess is a symbol of classic beauty. "Reveal your inner mambo [goddess]" written on the tag sends a message that if you wear these clothes you can reveal your "inner goddess" – you can feel like a goddess, have confidence in yourself and feel great about yourself. The girl in the design looks happy and confident in her own skin. The blocks of colour almost look like they are escaping from her chest. This is a reflection of her "revealing her inner mambo goddess".

A business card is used to exchange personal contact information, whether it is for business or personal purposes. Business cards need to be memorable and create a good first impression, as they reflect your business and personality.

Mecadek Logistic Services is a small company who works with large oil and gas companies organising and supervising the offshore logistics of supply vessels to oil rigs. Work for this company is on a per project basis, so it is very important for this company to have as many contacts as possible.

This business card is a one sided card. The company does not need an expensive fancy card, rather a card with a simple, clear message. The card is printed on glossy white cardboard. In the top left corner is the company's logo – an outline of a supply vessel, with the company name "Mecadek" forming the body of the ship. "Mecadek" is written all in lowercase. Aligned with the left edge of the card are the details of Merv Langford. These contact details include two mobile numbers, mail address and email address. Along the bottom edge is a dark blue wavy pattern.

The business card uses only four colours – white, black, light blue and dark blue. The simple colour palette is easy to absorb and is cheaper for the business to produce than a multi coloured detailed card. Apart from white, dark blue is used the most. It is broken up by the use of light blue accents in the type and curved lines. The blue curves at the bottom of the page represent the ocean and waves, and the colour blue is associated with water. This is an indicator of the services that Mecadek Logistic Services provides. The curves of waves are repeated through the finer curves of the logo above it, giving the whole card a sense of unity.

On the right side of the card are the contact details. Each line is aligned to the right. Merv's name as well as his mobile numbers are in bold, because these are the most important details on the card. Printing these details in bold make them stand out more than the less important details like email address and postal address. The font is simple and easy to read. It looks strikingly similar to the font "Tahoma". Along the bottom of the card, inside the waves are the words "specialising in shorebase logistics". This suggests to the cards audience briefly of what Mecadek Logistic Services does.