



DESIGN JAM

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Research

Comic Con is a convention that was started by Towry, Dorf, Richard Alf, Bob Sourk, Barry Alfonso and Dan Stewart in 1970, . The idea was to create a convention that was based off comics to create a safe space for people who enjoyed them, as the fans of comics were thought of as immature and were unappreciated. The first Comic-Con to take place was in 1970 and was held at the U.S Grant Hotel in San Diego which was not a safe or a clean place as there were prostitutes and drug dealers around the area (Patton, 2019) This was not an good space for the younger crowd, which at that time was the main target audience. (Brown, 2019).

The convention began based off just comic books but as it got more popular, more genres were added such as comic related tv shows, movies as well as video games, anime and more. It has created a place for the geek culture to express themselves in a safe place with like-minded people. In 2020 the convention celebrated being open for a total of 50 years! (Brown, 2019).

This event brought light to more than just comic fans, it evolved into many different genres of what is considered 'geek culture'. Comic Con is a place to meet people with similar interests as well as where the new and exclusive products are released, it is also where the celebrities in these genres have meet and greets where fans can get autographs and pictures.

The convention has reached more than just the geek culture as it has become so big and well known that it has intrigued people that may have never been open to the idea. Geek culture was not accepted by many before Comic-Con and is now a very well-known genre.

Each event differs from city to city. Each theme includes a unique flair of the city it is held in, this is seen by the different logos. However, Comic-Con Africa has kept the same logo for the event for the past year.

Figure 1: Comic Con Logo from previous years. (Comic Con Africa, 2021)



Tickets to the convention are sold online. The people who attend will receive access to collectable items and toys such as collectable cards, video games, novels, web comics and other gadgets that if lucky could be autographed by the respective person.

The first Comic Con in Africa was held in 2018 at Kyalami Gran Prix Circuit Gauteng South Africa. The 2019 event that was held at the Gallagher Convention Centre featured 212 exhibitors and about 400 media representatives. 2022 Comic Con Africa will be held at Johannesburg expo centre and will host an estimated 80 000 visitors according to statistics based on press and media. (Comic Con, 2021)

Creative strategy

Introduction

Comic con is a festival/ convention focused on comic books, related tv shows and movies as well as video games and anime. Comic Cons vision is to thrive as a world class attraction and gateway to popular art and culture. It is a non-profit educational corporation dedicated to creating awareness and appreciation for comics, gaming, anime and movies/ TV shows by creative conventions and events where people can do so. Comic con has values such as creating accessibility by having so many events all over the world so people who love Comic Con can get a chance to experience it- Comic Con has made the convention accessible physically, financially, and intellectually. Some other values include equity and inclusion, so everyone gets the same opportunities but there is no sameness.

Statement of purpose

Comic con is a place where those who love cosplay can express themselves as well as those who love gaming, comics, and anime. The vision is achieved by doing promotional work such as posting on social media, having billboards, and making flyers. The mission is achieved by having a very good promotion to receive donations as well as showing awareness for themes such as anime, superheroes, gaming, and comics. These themes are seen in most of the promotional posts. The values can be carried out by ensuring that there is no discrimination towards any races, cultures, age ranges and wealth classes. This creates a safe environment for expression and will help everyone feel equal and included.

Target audience

Comic Con Africa is a convention that celebrates all types of multimedia entertainment. Comic Con has a very broad target audience consisting of all genders ranging with the average age 13 to 49.years. Despite this large target audience Comic Con has seen exponential increase in attendees over the years whilst still maintaining its standards.

Findings

We found information about Comic Con that gave us inspiration for our designs. We looked at different aspects of Comic Con such as the different variation of logos from city to city, we used this information to create something unique and unseen. We found information about South Africa and Johannesburg such as the colour that represent South Africa and the fact that Johannesburg is known as the 'Golden City' This information gave us an idea of what to include and where to incorporate such aspects. We want to create something that will connect to South Africa as well as Comic-Con and the geek culture.

Insights

- SA colours are Red, Yellow, Blue, Green, Black and white.
- Joburg is known as the golden city.
- The majority of SA citizens are of colour.
- Comic-Con is a convention for fans of comics, games, TV shows and more.
- Friendly citizens.
- Cosplay
- Target 13-49
- Geek Culture
- Unique Flare
- Comic Theme
- Cancelled last year due to Covid-19 protocols.

Positioning statement

Comic Con South Africa strives for inclusion despite age, gender or different interests in various multimedia platforms. Through this event like minded attendees can display their craft and interest through cosplay as well as their artistic abilities whilst some enjoy being immersed in the geek culture through exhibits and interviews. Comic Con South Africa has not held an event for the past 2 years due to Covid- 19. Comic con maintains their standards despite the increasing amount of people who attend Comic Con. Due to Covid 19 lock down level being adjusted, comic con attendees are thought to double as many people want to socialise with likeminded individuals. The brand promises to maintain their standards throughout constant changes to environment (covid-19) and influx of fans (popularity of the event and the need to socialise due to previous heavy lockdown restrictions)

Message

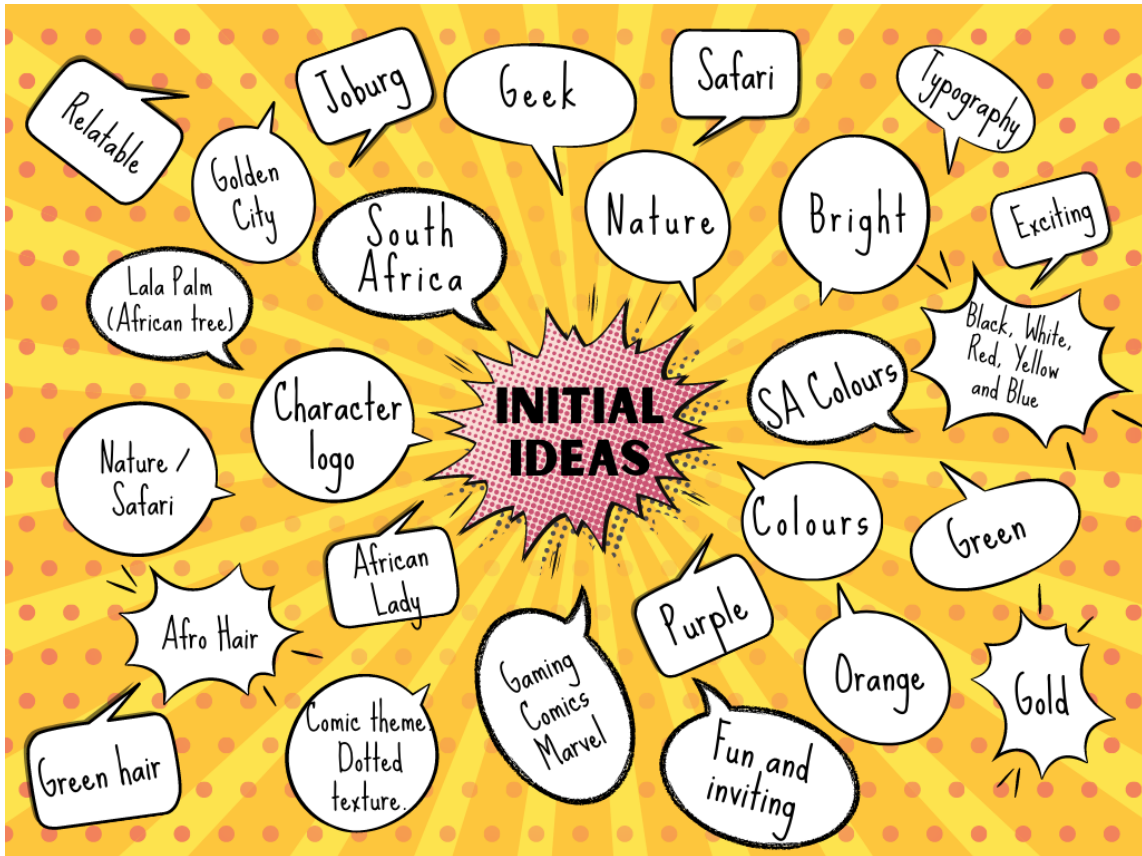
Comic-Con celebrates all aspects of pop culture and brings people together through creative self-expression and shared interests.

Big Idea

The overall concept is to create a visually interesting design solution that embodies the message and vibe of Comic-Con while representing our unique South African elements. The goal is to create a colourful and fun logo design that will catch people's attention and become a collectable Comic-Con item around the world.

Ideation

Mind Map



Visual research



Figure 8: Lord Gris, 2021. Vegetation. Digital art. (Instagram, 2021).



Figure 9: thatsister, [s.a]. 24 Best Black Anime Characters; We List Dark Skin Female & Male Manga Stars. (thatsister, [s.a])



Figure 11: KaDi Yao Tay, 2015. absolutely free African comics to binge in 2020. (KaDi Yao Tay, 2015)



Figure 10: thatsister, [s.a]. 24 Best Black Anime Characters; We List Dark Skin Female & Male Manga Stars. (thatsister, [s.a])

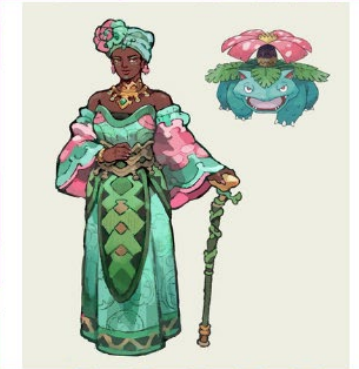


Figure 12: Watt, 2021. Venusaur gijinka concept. Digital art. (Twitter, 2021).

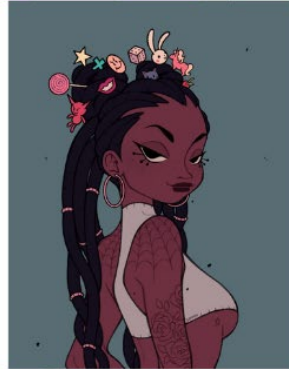


Figure 13: Bampoh, P, 2020. Blue. Digital art. (Prisbampoh, [s.a]).



Figure 14: Bampoh, P, 2020. Blue. Digital art. (Prisbampoh, [s.a]).

Sketches





Final concepts

Figure 15: Rawshaw. 2018. Green Girl Shanae XD. (Dabooru, 2021).



Figure 16: Meerevee, Anuwat. [s.a.]. The head and face of the alien form simple (Vectezzy, 2021.)

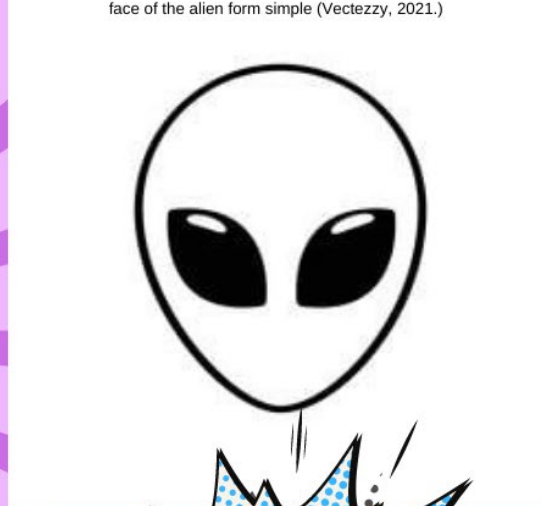


Figure 17:

AHA WOW



Refinement

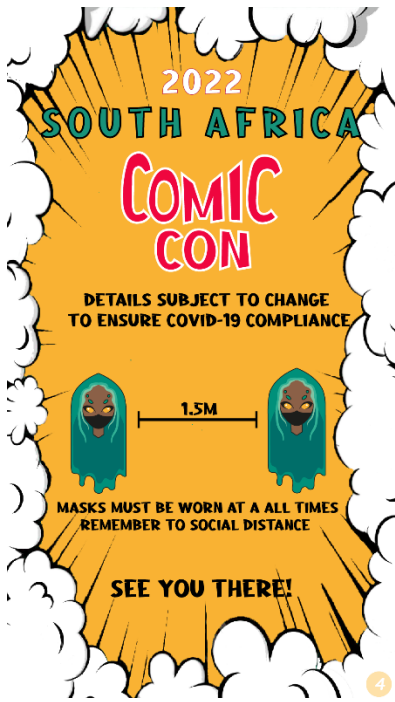


Final Logo and T-Shirt



Instagram Stories





Rationale

The brief for this group collaboration project instructed us to create a new logo design for Comic Con South Africa that would feature on a T-shirt. We were also tasked to design promotional Instagram stories for the 2022 Comic Con festival in South Africa. The objective is to give a South African twist to Comic Con's visual elements and logo.

Although the project focus is Comic Con South Africa, the research conducted refers to previous events named Comic Con Africa. These events are the same however for 2022 there will be a name change from "Africa" to "South Africa" which was incorporated into the design.

Comic Con Africa is a convention that celebrates all types of multimedia entertainment. Comic Con has a very broad target audience consisting of all genders ranging with the average age 13 to 49 years. There have been two previous conventions in South Africa for Comic Con Africa. These two events were wildly popular, featuring 45 000 guests with an expected 80 000 guests for 2022. Comic Con Africa has grown in popularity due to its numerous features that can only be experienced at the event which includes exhibits, interviews, an Artists Alley, signed one-of-a-kind collectables, cosplay competitions, meet and greets and other activities that co-inside with fan favourite multimedia entertainment. This event takes place internationally; however, the event itself differs between hosting locations and cities in order to bring a unique flair to the convention.

The logo is an important part of Comic Con as it is a visual representation of the specific location where the event takes place. However, for all previous Comic Con Africa events that have taken place the logo has not changed like other Comic Con Conventions such as Comic Con LA or Comic Con Scotland.

The concept of our design is an alien type character that represents Comic Con South Africa. The green hair represents South Africa's man-made forest. The character is alien-like with slight human features to appeal to the large target audience found at Comic Con. The name of our Character is Lala Palm which refers to a native African Palm tree. The intention of our design is to communicate what it is to be South African. It also represents our country's unique features of our environment and people in order to create a general idea of what we think a South African character could look like, the colours we used also showed a sense of the Springboks. The core message is to entice the geek culture of South Africa to partake in Comic Con 2022 as well as represent a safe space for expression. The tone of our creative output is inviting, light-hearted with an undertone of uniqueness which can be seen as inspiring.

The style used in the creation of this logo is a mixture of anime and our own exclusive style. The words underneath the logo are entangled with the hair of the character to show how all types of media can be interlinked and represented at this event. The design elements such as the type are centred with the character being symmetrical using a non-traditional way of hierarchy and flow through the design. The colour pallet consists of colours closely resembling yellow with a gold undertone and shades of teal. The typography which is free and fully licensed named "AHA WOW" was slightly altered to fit the visual part of the logo. The logo is rendered on illustrator and the mock-up drawings were done with pencils. The final design was created in Adobe illustrator as per brief requirements.

The five Instagram stories are made up of four poster type stories created in illustrator and one video type story created in Adobe After Effects. Three of the Instagram Stories are interactive in order to create awareness of what Comic Con South Africa is about but also to excite those who have previously attended through adding their input. The colour scheme found in the logo is congruent with the Instagram Stories.

Our group worked well however like most there were obstacles experienced such as time management due to delegation of tasks though all members adhered to the nuances of respect and professionalism whilst collaborating despite creative and personal differences. This group learnt how to render images in a professional manner as well as successfully portray ideas through different ideations and visualisation techniques learnt from our different degrees whilst still ensuring progress even in times of slight confusion.

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GROUP AGREEMENT

Rules

1. Always put your input into the decisions.
2. Talk respectfully.
3. Allocated tasks to each member.
4. Always ask questions.
5. Share work.
6. Planning Manage time well.
7. Listening and communication.
8. Punctuality.
9. Share work equally.
10. Reliably.

Consequences

1. Work for time missed.
2. Deduct Points
3. Speak to lecturer

Tayla
I, Tayla Strachan agree to these terms

Kassidy
I, Kassidy Kohler agree to these terms

Dani
I, Danielle Franciska van Reenen agree to these terms

Chloe
I, Chloe Dias agree to these terms