

## Task Eight computer versus Hand Drawn

Whilst producing the publicity materials I have to produce both hand drawn and electronic designs. Here are my findings:

### Hand drawn

I could be very creative I drew freehand and this allowed me to create flowing shapes that could intertwine and looked very unique. The texture create by the pencils was pleasing as well and allow me to shade the logo with precise depth when and where I needed it.

I know that unless someone copied my logo designs they are unique to me and other people may find it difficult to reproduce them. I am very proud of my designs because I worked hard trying to get the details right.

It took me quite a while to produce my hand drawn designs and although shading is very relaxing, it is time consuming and after a while my hand was hurting and it got a bit boring. I made quite a few mistakes whilst I was working and I had to start again each time, because I have used coloured pencils which when I tried to rub them out they smudged all over! I have a really good design but when I tried to create it again, it was hard to get an identical logo so it was a bit frustrating really.

### Electronic

When I first got started using Paint Shop Pro I wasn't really sure what I needed to do to create the shapes and effects that I wanted; I needed a lot of help from my teacher, this was frustrated as with the hand drawn stuff I knew what I was doing and didn't need to ask for help. However once I got the hang of what I was doing, the finish on the letters and shapes was much "cleaner" and more professional. I have a variety of background to choose from even though I couldn't get the exact shade that I could with the hand drawn design I found one that looked equally as good.

I was a bit worried that my friend's logo would look similar to mine as we had both used the same typeface and the same texture background, whereas with the hand drawn logo I had a sense of ownership that it was completely unique to me. In the end though the effects that I put onto my logo made it distinctive and I felt proud of what I had achieved. I can also save, copy and reuse my logo whenever I like and it will always look identical. I can also mail it to other people and share it on a website.

Both methods had their plusses and minuses, personally I prefer ICT methods for this particular job, but If I were creating something that demanding originality I would probably draw it.