

Logo

- This is my logo for my wordpress blog. The colors I chose, blue/black/white are the colors I use in this blog. I wanted an image that conveyed learning and creating. I considered using a brain, which was a common theme, but decided to be a little more esoteric and go with a synapse image.
- I used AI to create the image.
- I started with the shape tool and created 2 ellipses that I use for the 'platform' then I created 1 more ellipse that I 'deformed' by moving the handles and anchor points on the ellipse. I copied and reflected the shape to create the upper portion of the synapse. These formed the cup shapes. I then used another ellipse and reshaped it to form the axon copied and moved to the top image.
- I then created the black background by adding a new layer and a black rectangle.
- The blue/grey neurotransmitter circles were placed on a 3rd layer. I experimented with adding the text inside the circles but decided the image was too busy and difficult to read.
- On the 5th layer, I used the tool for the text to follow a curve so that each part of the logo text follows the curve of the synapse. Using the original idea of having the neurotransmitters containing the text, I made sure the i was overlapping the circle from layer 3. I chose a more scripted text for the creative design process and a stronger more bold text to simulate a strong, cemented feeling for learning.
- Finally I created a text layer for learning in a darker color blue to create a 3d effect for the text.