



BOAR TUSK

LOGO INDENT

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FINAL LINK:

<https://vimeo.com/578967135>



LOGO CONCEPT SUMMARY:

It's been a while since I've played Dungeons and Dragons with my friends. Dungeons and Dragons is a fantasy tabletop roleplaying game, where you make a character and role play as them to explore the world that the dungeon master as set before you. When I was the Dungeon Master (DM), I created a whole world for my friend's characters to explore. And apart of that included making shops, businesses and institutions that exist in the world.

One of these shops was called "Boar Tusk". The shop was fronted as a butcher's shop, but in reality was a rendezvous point for criminals to meet to do shady business.

I wanted the logo to be intimidating, off-putting, and uninviting. This may not be a typical desire for a logo, but here, but for developing a story development and alluding to the realities of this place, I wanted to visually imply that this was a bad place. I imagine it would be grimy and not well kept, as to not attract the attention of the average Joe coming by to buy a steak. The logo should match that idea, intending to scare off people and keep them out of the establishment.



LOGO SKETCHES!

This one was my favourite!



**BOAR
TUSK**

MOOD BOARD INSPIRATIONS:

Initially, I struggled with finding inspirations since logos generally did not try to be offputting, rather they wanted to draw people in.

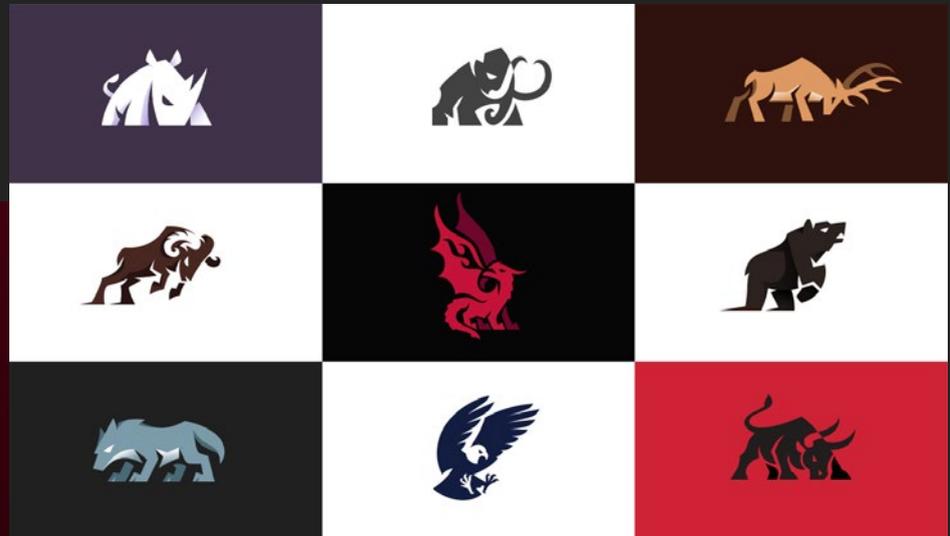
I started with looking at pictures of actual boar.



Actual Boars

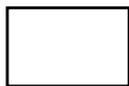


Animal Logos/Icons:



Then, I looked at animal logos and icons for inspiration on styles to create a logo from.

MOOD BOARD INSPIRATIONS:



Colours

I thought of sports logos as having a similar vibe to my intended logo design. Sports teams want to appear intimidating and show strength and power through their logos. They also frequently use animals as their mascots, which fit my logo plans.

Looking specifically at the Chicago Bulls' logo, it had features that I liked and drew from. The horns of the bull paralleled the idea of the tusks of my logo. I also like the simple and bold colours used limitedly in the logo.

Other notes on Sports Logos:

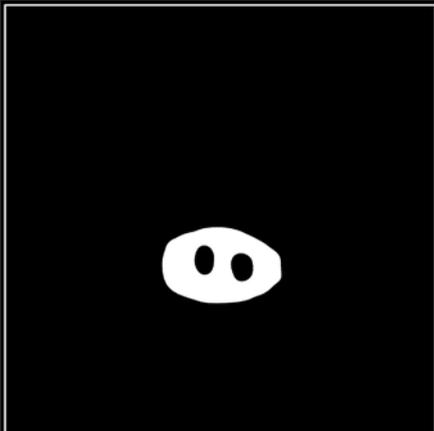
- Side profiles: popular. (Presented animals in more action and more dynamic poses to express power and movement in the logos, also a lot of animals look weird from the front view).
- Limited Colours: successful logos had 3 colours (bold, poppy colours that stand out against each other).



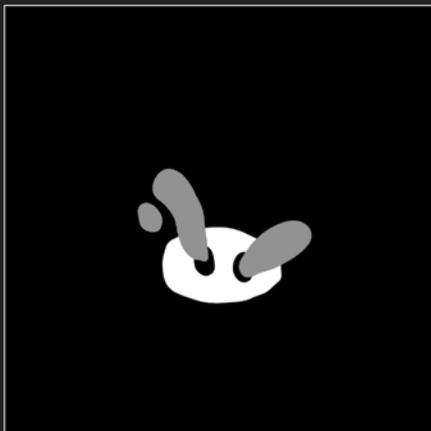
Took these notes into considerations.

Sports Logos

ROUGH STORYBOARD:



Visuals: Snout appears (maybe drops into frame)
Audio: Snorting and pig noises.



V: Pig exhales and puffs smoke.
A: Whooshing and pig snort sounds.



V: Smoke continues to fill frame.
A: Whooshing and pig snort continues.



V: Smoke fills most (or all) of frame, red eyes shine through smoke.



V: Smoke dissipates, revealing tusks; eyes brighter.
A: Sound effects and whooshing sounds?



V: Smoke clears, logo holds.
A: Whooshing sounds.

OTHER TESTING:



Frame Example of Realistic Smoke Experiments

Before creating style frames though, I experimented with different styles I could use for this project. I tested a more realistic approach to the animations, rather than the cartoony, animated version I ended with. I tested out some effects in After Effects to create more realistic smoke plumes.

The tutorial I used combined using a particle simulation effect (Particle Playground) and the blur effects (Fast Blur) to create a more realistic column of rising smoke.

Link to my testing:

<https://vimeo.com/578757378>

Link to YouTube Tutorial:

<https://youtu.be/zf3z6oOSc7I>

OTHER TESTING:



Frame from animated smoke experimentation.

THINKING ABOUT SOUND EFFECTS:

Most of them are from Epidemic Sound.

The pig noises are Minecraft Hoglin sounds:

<https://www.youtube.com/watch?v=4KaYFkgk2ns>

Unsatisfied, I went back to my original storyboards and decided I liked the flat look I had quickly drawn it in for those frames.

I added more detail and defined the shapes more from the storyboard. I created a series of frames within Photoshop. I exported the couple of frames as jpgs, then opened them all together in Preview. I screen-recorded myself quickly scrolling through all the frames to create this animatic:

<https://vimeo.com/574668601>

I decided I preferred this style and continued onto style frames and design boards.

DESIGN BOARDS:

V: Graphic shape falls into frame.
A: Pig snort sound effect.



V: Graphic shape lands past half way down frame.



V: Two small huffs of smoke emit from shape to build anticipation.



V: Large plumes of smoke emitted.
A: Pig snort and whoosh sounds



V: Smoke starts to fill frame.
A: Ambient wind/whooshes.



V: Smoke fills frame.

STYLE FRAMES & DESIGN BOARDS:

V: Red eyes glow through smoke.

A: Ambient wind/whooshes.

V: Smoke fades, revealing rest of

logo, snout and tusks.

V: Smoke continues to fade.



V: Logo revealed.



V: Metal, light shine effect on logo, also revealing type/name.

A: Metal sword "shwing" sound.



V: Final logo reveal, hold.

(I did a live pitch in class on Thursday, July 15.)

Logo Preview: <https://vimeo.com/575581322>

STYLE FRAMES:

WHY THE SQUARE FRAME?

Relating to the origin of this logo, it exists in my Dungeons and Dragons world. This logo was first found in my campaign on the 6-side of a dice being used in a gambling game, though it wasn't recognized yet.

As an animated logo, I'd image it'd be on the side of the dice, but magically enchanted to play as a loop (similar to the idea of Harry Potter moving photography).

LIGHT SHINE AND METAL SOUNDS?

The sound reminds us of butcher's knives to draw the connection back to the butcher's shop front. It also reveals the name of the store, and gives a threatening feeling to the ending.

BACKGROUND GRIT AND TEXTURE?

Relates to idea of the store: a dirty, grimy place that deters most people.

It also adds texture and visual interest, since most of the animation is done in flat shapes and solid colours.

I made the texture by combining various textures I found online.



FINAL PROCESSES:

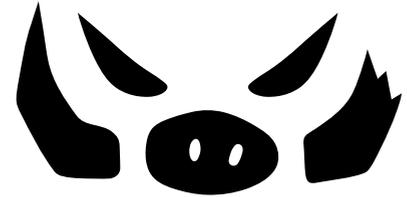
WHAT I USED:

In creating my logo, I used Photoshop to initially sketch it. Then I brought it into Illustrator to make it into a vector. Instead of remaking it myself, I used Image Trace in Illustrator on my Photoshop drawing, then cleaned it up a little. This gave me a more imperfect look to the logo, which I felt worked well with the overall theme and visuals of my concept.

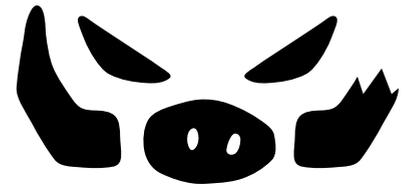
I used a combination of After Effects and Adobe Animate for animating my logo. I only used Adobe Animate to hand animate the smoke. I then exported the video and imported it into After Effects- which worked well for compositing and generally putting everything together, and doing animations that were more precise (such as the ending metal light shine).



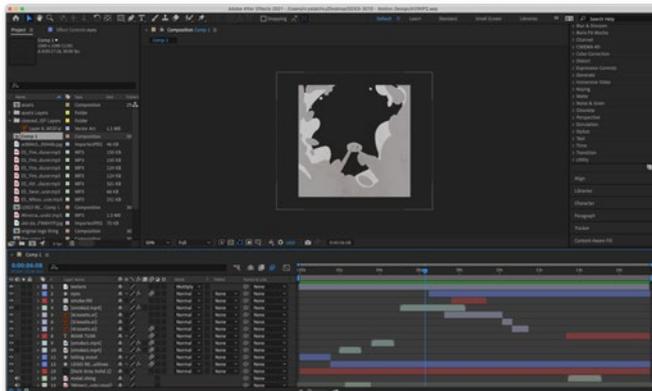
v1: Original Photoshop Drawing



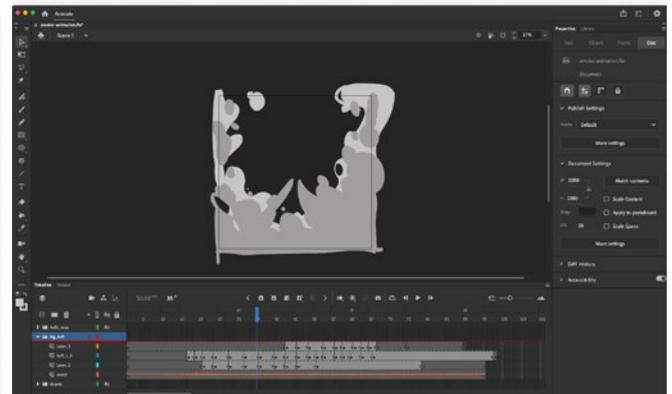
v2: Hand recreated in Illustrator



Final: Image Traced and Cleaned



Process in After Effects



Process in Animate



THANK YOU, COME AGAIN.