Generating Logos From Questions

Brief

The idea of this project is to develop an application that can generate a recommended logo based on a set of answers to questions. The people who are going to benefit from this technology the most are start-up companies who have yet to design a logo for their company, or maybe even companies who seek inspiration for a new logo.

Introduction

The idea is to have a set of questions for the consumer to answer, and use decision trees to help decide the colours, shapes, and themes used based on their answers. Different parameters would be taken in by questionnaire, then those parameters would be used into values that could be put into a visual output. There would also be a text input for the company name and the decision tree could decide the style in which the company name is displayed based on their answers too. (like font size, style, colour etc.) A good way to have this technology improve over time would be to input a neural net. This could be implemented by having consumers give a rating on how good their recommendation was, and based on the rating, the neural net could alter how the values are outputted visually.

Research

To make this project as accessible for as many companies as possible, it'd be worth making a web form. In order to do this, I'd need to use a combination of html and JavaScript.

To take in the inputs, a html <form> could be used, with a mixture of multiple-choice radio buttons and text input, and to turn these inputs into a visual output, JavaScript will be used to move the values from the form to the output, where SVG (Scalable Vector Graphics) will be used to draw the output. The form inputs will change different aspects of the logo such as shape, fill and outline colour, shape dimensions, as well font style and colour, giving a broad variation in the output.

Author

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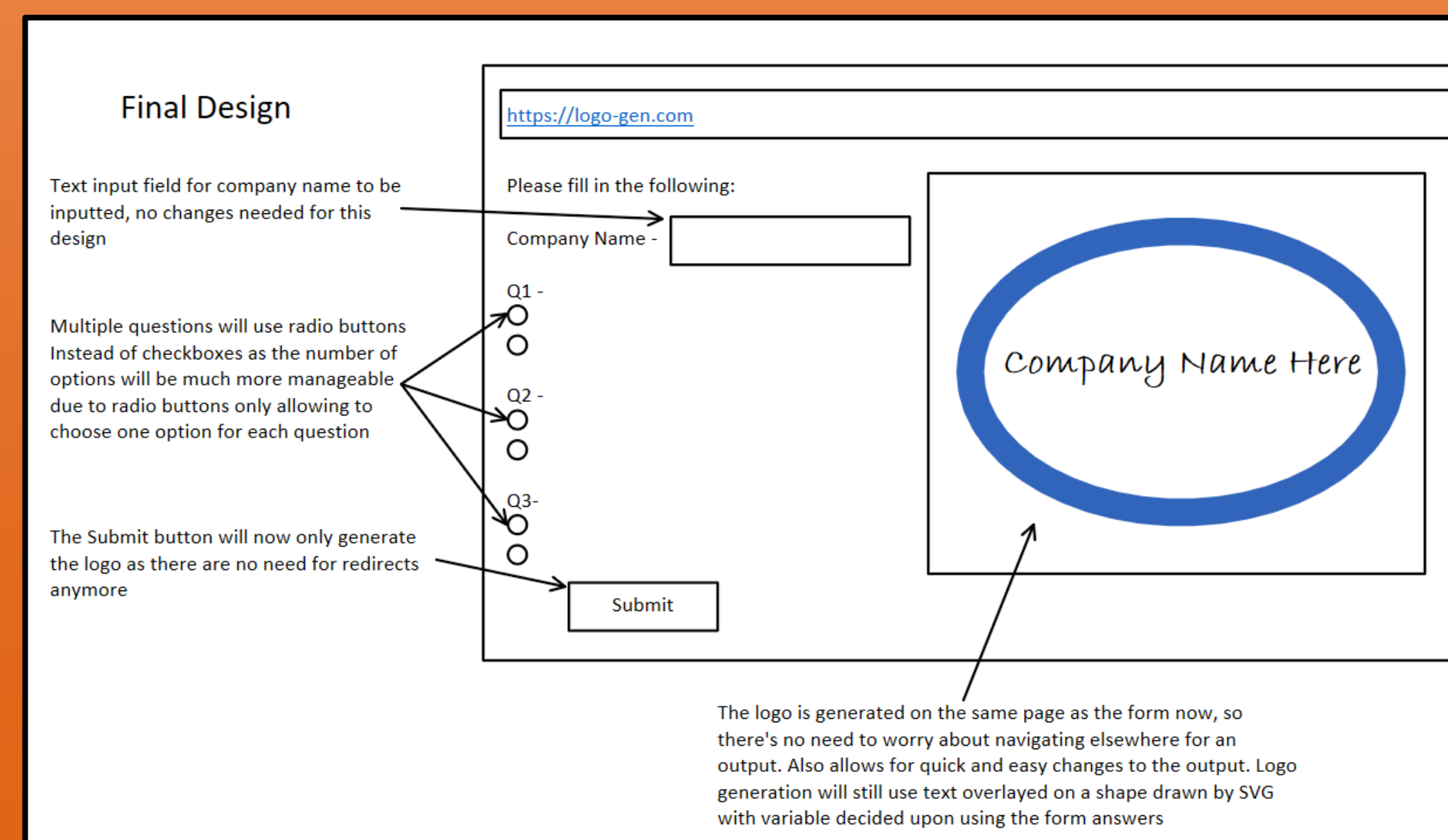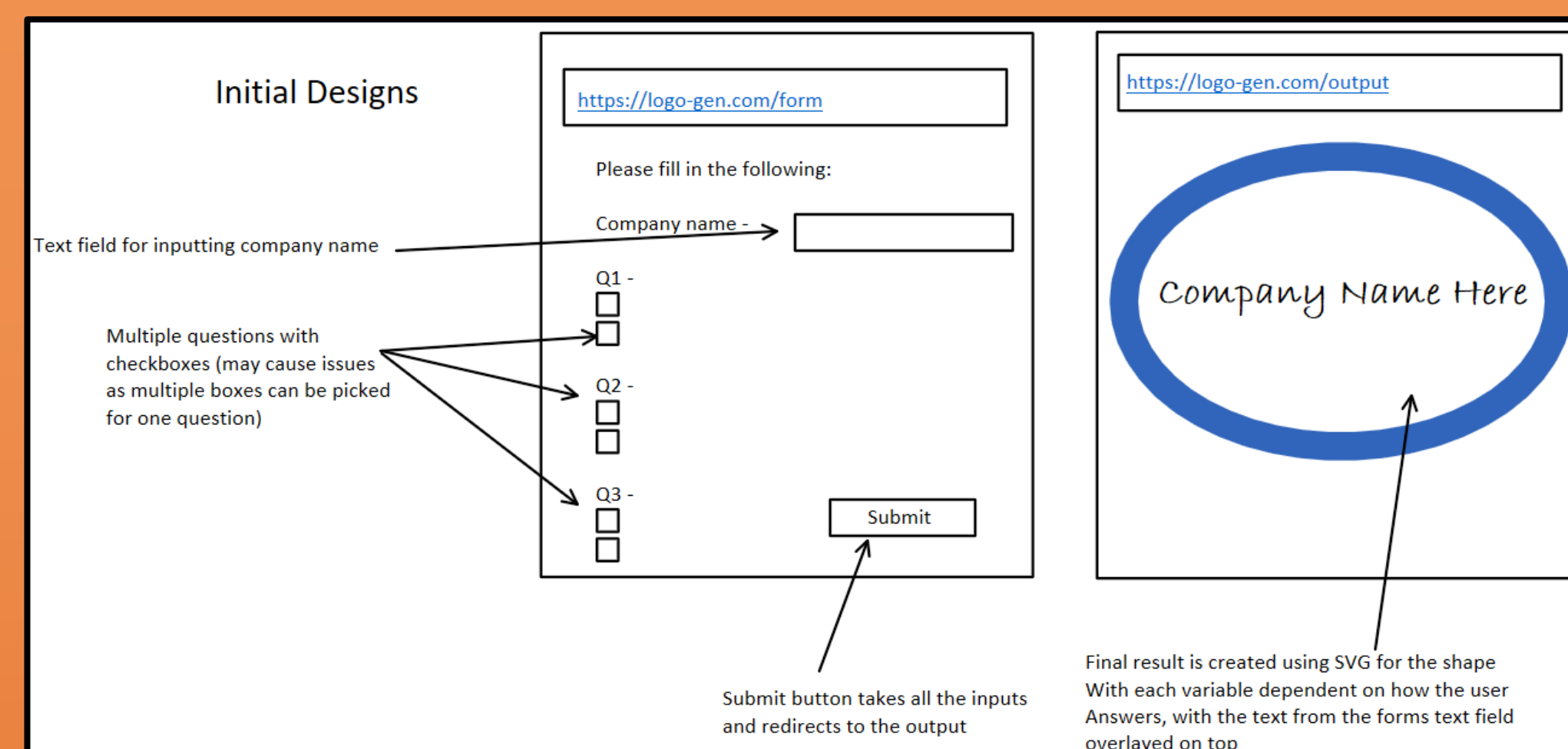eeub0b@bangor.ac.uk

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Brainstorming

- The basic idea is to use answers to questions to generate a logo
- We need a form to take answers to a set of questions
  - The form should have limited answers with checkboxes or radio buttons, or else too many variables to handle
- We need a text input for Company name
- Form answers will help decide on shape dimensions, colour, outline etc.
- Text input will be used to add company name on top of the shape, creating a custom logo
- Could use two separate HTML pages, one for form inputs, another for visual output
- Another option is DOM to keep everything on one page

Inputs	Outputs
Form radio buttons/checkboxes	Company name overlayed on top of shape
Company name text field	SVG shape (could be rectangle, ellipse or polygon)

Initial Designs

Final Design

Design

Using the five design sheet methodology, the final design for the web app was decided from a few different options, each with their own advantages and disadvantages. For example, a decision had to be made between using a single page and DOM in order to keep everything in one place or using two separate pages, one for the form, the other for the output. In this case, using a single page means anyone who uses the app doesn't need to navigate somewhere else for the output, but separate pages would be simpler to code.

With the final wireframe design, a single page was designed upon, with a form containing several questions that can be answered using radio buttons (text inputs or checkboxes would give too many variables to manage using decision trees) and a single text field for company name. Then once a submit button is pushed, (all questions and fields must be filled in first) a logo will be generated in the box on the right of the page.

Results/Implementation

Using the final design, a single page web application was produced to take in user input from a form containing multiple choice questions (as well as a text field for inputting a company name) and create a visual output that is made unique based on the choices made by the user. This allows for plenty of variation in the logos generated, although the variation is still limited due to use of radio buttons instead of text fields where anything could be inputted.

A potential improvement to this application could be to ask the users if they're happy with their result with either a simple yes/no option, or even a rating system. If they like the result, nothing will be tweaked, but if they don't like the result, certain variables may be changed or tweaked slightly in order to change how future logos are generated, constantly improving logo generation and consistency.