

My name is Riana Ladwa and I have always been a creative and experimental person who has grown up constantly finding new ways to push my creative abilities and imagination from learning new platforms to express myself on to mixing things in the sink to see what fascinating things I could create.

I chose graphics as my field because I felt it was a good balance between our increasingly technologically influenced lives and conventional art styles. I find that graphics has allowed me to express my design style in a fun way using the technology I have grown up around.

Going deeper into graphics, I really enjoy creating branding to either help develop a business identity or add to an existing one in new and interesting ways. I think branding can play a huge role in helping businesses stand out as unique and individual and can make them much more noticeable than competitors if done right.

One of the briefs I was able to do during my degree was in branding and was specifically designed as an industry branding exercise. The industry I was handed was Meteorology, the study of the atmosphere. This arches over weather, natural disaster phenomena and weather reading equipment.

My final idea uses a lot of ideas from research I have previously done. I almost feel as though I have been on a journey and at every point I have taken some piece of advice or a feature and carried it along to the final idea. By using the modern take on Aristotle's ancient Greek culture and contrasting it with a modern style, I managed to create a logo I was happy with. The logo is based around two Greek cultures symbols; Delta and Xi. I have arranged them in a format that creates a similar shape to a wind-vane. A wind-vane measures the direction the wind is moving towards. This was my link between the ancient Greek culture and modern technology. I was happy with the path I researched towards the end. This was based around thermo-changing colour and after I merged this idea with some of the weather icons, I created something I really liked.

My research lead me to identify a thermo-changing ink. This meant that when touched, would change colour depending on the heat sources temperature. Creating a piece of branding with this ink could turn my work around and give me that 'out of the box' idea. Interactive branding can sometimes. The colour changing idea links with temperature within Meteorology. Using this meant I was linking a more modern topic with the ancient logo.

This branding worked really well to incorporate different checkpoints I had researched. It creates an interactive brand while not entirely forcing this idea. I really like how it incorporated well in with the weather symbols and created this differentiated branding with a variety of symbols. However, they are all used in a similar way which help create a cohesive changing brand.