

The Design Specifications

#	Specification	Justification
1	The final product must use tones of orange for the most part with blue for minor objects.	Orange creates a feeling of warmth & energy which makes the students feel relaxed and happy. Blue, the student's favorite color plus a complementary of orange would make the product more appealing.
2	The final product must have a wide range of facial expressions and actions that will appeal to students.	A wide variety of facial expressions or actions will ensure that the product can appeal to the end-user and that it can be useful in different situations.
3	The final product must be designed on an illustration software which can clearly illustrate the sticker.	Using an illustration software is important as it will allow the sticker to be of a decent quality and meet the requirements for a LINE sticker (a digital drawing).
4	The final product needs to have a vector or cartoonish style that is not too detailed or complex.	A vector or cartoonish style creates a look that is simple and not too unnecessarily detailed. The students of Kuei Shan favour these two styles of stickers.
5	The final product needs to be made under 370 x 320 pixels with at least a quantity of 24 stickers in a set.	The sticker must be made in these dimensions because it is required by the LINE creators market.
6	The final product must include either Chinese or English if text is placed. The text must be visible and clear.	As students in Kuei Shan are multi-lingual (mainly Chinese & English), it would make sense for the stickers to have a mix between English and Chinese.
7	The final product must use the KSS school dogs as main characters; must accurately represent the dog's features.	The school dogs represent KSS and are a treasure to the students. The dogs will need to be accurate to make sure their uniqueness is displayed and recognizable by students.
8	The final product must have a 10 pixel margin around the sticker design.	The margin is needed to create enough negative space for eye comfort, it is also a recommendation from the LINE creators market.
9	The final product must have at least 3 or 4 stickers that represent aspects of KSS (e.g. what makes KSS unique).	As the target audience and the client are both the students of KSS, it is important to show aspects of KSS that will make the final product relatable to the students.

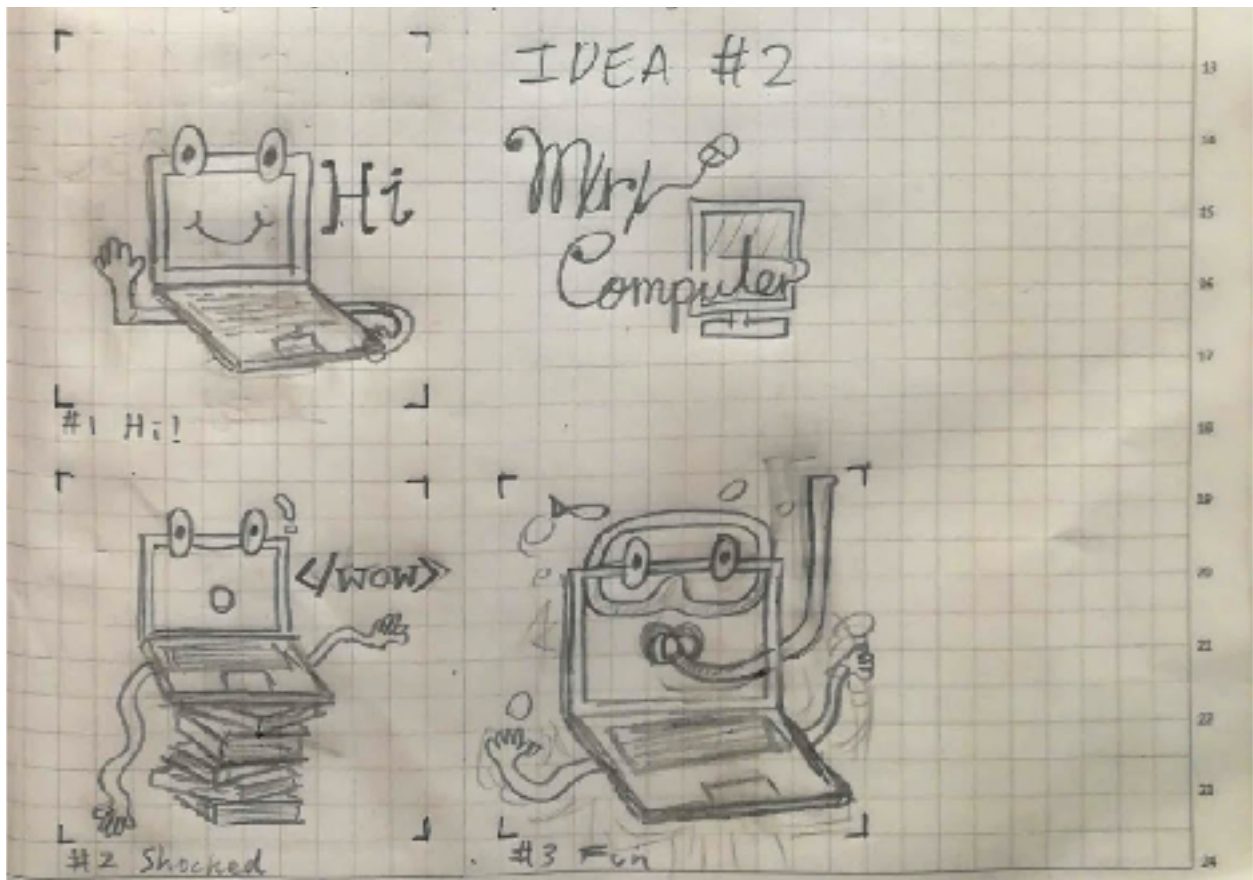
The Design Ideas

1: Rocky & Duke



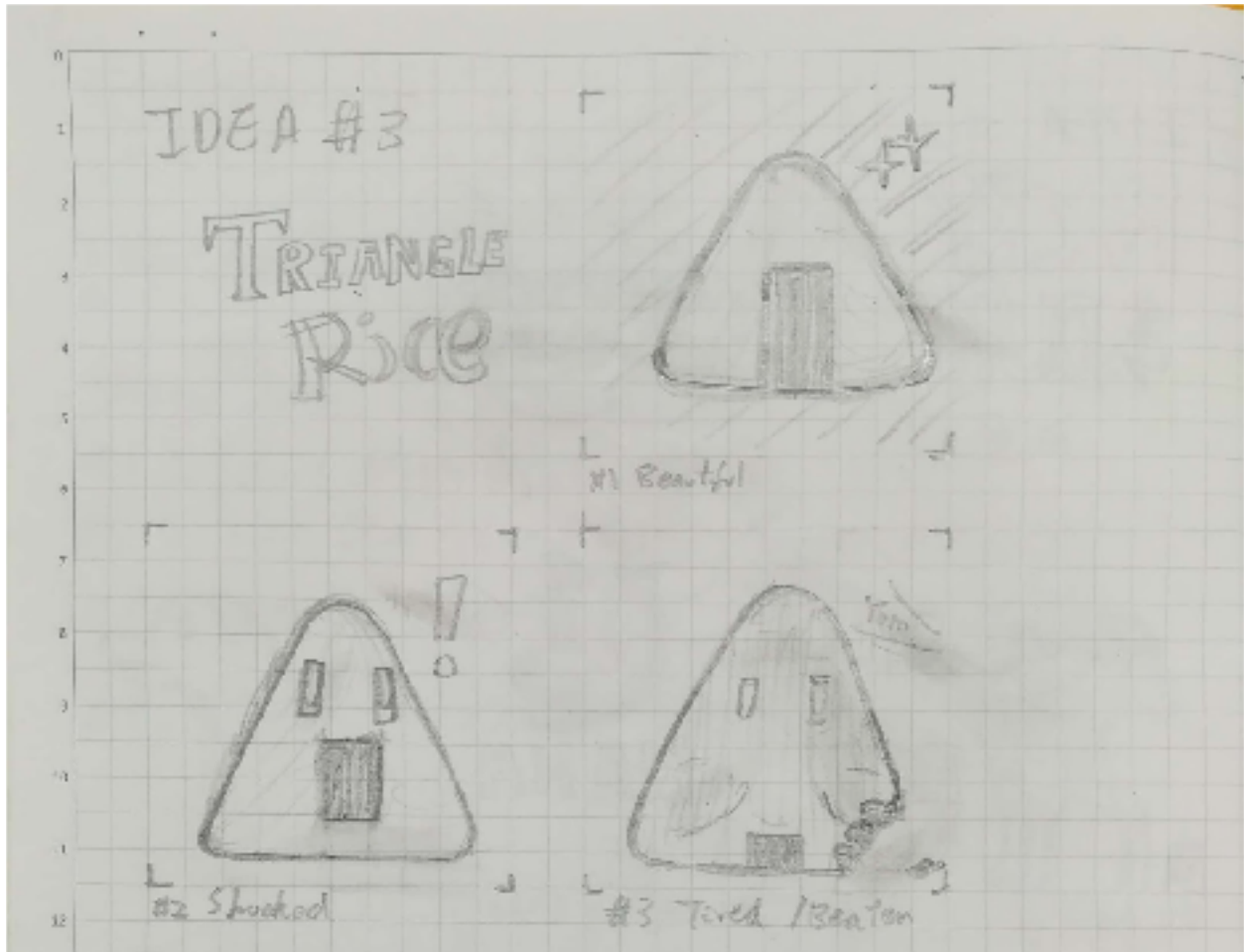
Spec. Rating		Annotation	Pros	Cons
1	4/5	The sticker theme uses the characters Rocky and Duke (School Dogs). The text uses capitals with an outline to make it clear. Pictures of the dogs were used to attempt to draw them with more accuracy. Dogs could be used for all sorts of expressions and would be very appealing to students in KSS.	The function is to communicate student's feelings with a cute character that they are familiar with (school dogs). It appeals to the audience.	Some students may not like dogs. The drawing process itself would take longer as it is challenging to draw the dogs.
2	5/5			
3	--			
4	3/5			
5	--			
6	4/5			
7	5/5			
8	--			
9	--			
S	21/25			

2: Mr. Computer



Spec. Rating		Annotation	Pros	Cons
1	2/5	<p>The design has a computer character due to the fact that students at Kuei Shan use more than 4 hours of computer a day. The computer is very simple (to use + draw) and could be used by all types of students. Additionally a managebac badge could be added as an inside joke for KSS students.</p>	<p>The function of the sticker is to express emotions of students through a fun character which represents their large usage of computers.</p>	<p>The sticker is not as cute, may be less popular. Computers are emotionless (too cold) so might not fully express emotions well.</p>
2	5/5			
3	--			
4	5/5			
5	--			
6	4/5			
7	0/5			
8	--			
9	--			
S	16/25			

3: Triangle Rice



Spec. Rating		Annotation	Pros	Cons
1	0/5	<p>The triangle rice character is very simple and cute, it can have multiple facial expressions and a wide variety of designs. The triangle rice reminds me of Taiwanese students as a lot of them buy breakfast on their way. However, this does not fully connect with KSS students.</p>	<p>The function is to create quick communication between students. The design is simple to draw out and can have many variations.</p>	<p>The rice triangle does not connect with KSS students so easily. It doesn't meet a lot of the specifications.</p>
2	4/5			
3	--			
4	5/5			
5	--			
6	3/5			
7	0/5			
8	--			
9	--			
S	12/25			

The Chosen Idea

FINAL IDEA

Rocky & Duke

STAY COOL

320 Px 320

① Duke: Stays Cool

320 pixels

LET'S PLAY

② Shower

③ Rocky Playing

① All stickers will be made with 320 x 320 pixels. The first design is a more realistic style, in the final product it will be simplified to fit with the other stickers.

I still need to learn how to draw simple looking dogs (few lines)

② This design is very simple. This is more like the style I have in mind. There is plenty of negative space so it is comfortable to the eye.

③ This shows the full body of the dog Rocky. I managed to draw out the dog with a realistic shape. In the final product it will be a little more simplified.

Text could be optional.

Spec. Rating		Additional Annotations	Pros	Cons
1	5/5	1. The colors of the text are bright and vivid to give the students energy and enthusiasm (fun colors) 2. I envision the dogs being a little more simple (fewer lines), but I could not sketch them out correctly so I stuck with a more realistic sketch 3. Grass in #1 may be removed..	The function is to express the emotions of KSS students. The dog theme can connect with students well and dogs naturally make us feel happier/relaxed.	In terms of the production, it will be a challenge to draw the dogs. Not everyone likes dogs and the color choice of the text may not be liked by all students.
2	4/5			
3	--			
4	4/5			
5	--			
6	4/5			
7	5/5			
8	--			
9	--			
S	22/25			

Justification of Chosen Idea

After carefully considering the pros/cons of each of the three design ideas, comparing the specifications ratings, and the user's needs (according to the situation), I have decided to go with Idea # 1 "Rocky & Duke" school dog themed stickers.

Firstly, just by comparing the specification ratings, it can be found that Idea #1 had the highest points (21/25) and sufficiently met the needs of the user. Secondly, the annotations as well the pros & cons revealed that Idea #1 was most suitable to solve the design situation and was the most relatable to the users. The dogs offer a cute, fun, and sweet experience for the user while Ideas #2 and #3 are more objective and provoke less positive emotions. Furthermore, Ideas #2 and #3 would not appeal to students as much because of their everyday functions. The computer may seem too cold, unoriginal, and boring while the rice triangle may seem too common, insignificant, and plain. Therefore, after considering multiple aspects of each design, it was easy to single out Idea #1 as the most suitable choice for a design that could resolve the design situation and the needs of the users.

The colored sketch of the Final Design (page above) has some changes from Idea #1 to try to make the Idea even more solid. The dogs look more like the real dogs (as I studied images I took of them) and colored the fur realistically. That said, the final product may look a little simpler than the ones drawn in the final design (as I could not figure out how to draw a simple looking dog) and there may be slight changes with the spacing.