



## AND THE JUDGES SAID...

### **Raymond Adrian**

"Like slight edginess of logo and site has good flow and use of colors." – Audrey Arthur

"Clever incorporation of the projection energizers the "FF" segment of the logo. The home page is a successful update to the current look and feel." – Marc Abeles

"Smart usage of the qualities of the letterforms. This says a lot very simply. It's bold and clear, and would work large on a screen, and small on a newspaper ad. The letterforms could use some refinement. Either the M needs to feel more like the U or vice-versa. Once again, it's good that this is confident and aggressive. In the web application, the entire feeling is pretty dark. It looks like kind of a crappy time, like I'd leave and want to throw myself in front of a bus. A lighter touch would be welcome here." – Sean Adams

### **Chris Ammons**

"Of the rest of the options, this one was the simplest and functional. The good part is that it is simple and clear. The bad part is that it seems to be made up of eye chart letterforms, which sends the message that either I will go blind seeing the festival, or it's indecipherable. This is a first pass logo. It's what you do on your first sketch when playing with the letters. But I don't see any concept. This could be for any company." – Sean Adams

### **Milagros Bellido**

"Inspired, clean, bold yet subtle. An effectively designed logo treatment anchors a well composed home page. Translates well into one or multi color." – Marc Abeles

"Nice letterforms and well considered shapes. The supporting text works with the rest of the logo. I'd stay away from using the logo's letterforms as a headline font. It's a bad practice and makes the logo trivial, it should always be treated like the holy grail. There's a reason why IBM doesn't use a headline font made up of the striped IBM letterforms; imagine reading that. This mark could use some more vitality, it seems stiff. But this could be solved with a changeable color system. I love that it reduces in size so well." – Sean Adams

### **Matthew Born**

"Bold, graphic, other worldly appeal to this knockout logo." – Marc Abeles

"This logo is bold and confident. I like it but not sure how it would work for our marketing and promotional materials. Without the knockout the logo is not as effective." – Vera Lyons

### **Franki Cambeletta**

"-Logo is great. Feel it would translate well into packaging materials, shirts, marketing items, etc. Homepage is nice, clean and simple. Easy to navigate and find what you're looking for. Good layout! Everything fits together nicely with nothing dominating the page." – Adam Bardach

**Parmilla Gnanasekara**

“Remains true to the client’s wish list, giving a stabilizing structure to a type-heavy home page.”  
– Marc Abeles

**Idil Godze**

“Her [blogger magazine] layout was nice. Need more work on text layout (i.e. spacing, indentation, etc.). – Urban Mediamakers

**Richard Gnas**

“Nicely designed logo. Website does not have streaming video but like the concept of site – looks to have potential.” – Audrey Arthur

“I like this for the simple reason that it isn’t trying too hard. It is what it is, and doesn’t fly around and do wacky things. The forms are clean and clear, and I like the 3 dimensional aspect. It falls apart in legibility. The “F” on the green box is hard to read, and the outlined “U”, while looking good at this sized, would be a tragedy small on a business card. This could also be more exciting if it were kinetic. Why can’t the boxes move in space, rotate, scale, etc. Treat them like the medium they are talking about, film. – Sean Adams

**Joseph Herring**

“Like the film play on the logo design, clean and simple. Would translate well for marketing materials. Like how the “film” theme continues to the homepage without being overbearing/too much. Homepage is nice, clean and simple. Easy to navigate and find what you’re looking for. Like the color scheme and layout. Just enough without looking cluttered. – Alisha Takahashi

“He has the best logo of everybody. Can we mix and match?” – Urban Mediamakers

**Derrick Kardos**

“Very flexible brand identity with visual and marketing appeal from apparel and accessories to print and the web.” – Marc Abeles

“When we saw this, a few of us looked at each other and simultaneously said ‘this one.’ We see it as a landing page or Flash page that the visitor sees first and then they enter into the Urban Mediamakers Film Festival site. We have some changes we want to make to the landing page, and we’ll need an inner page, but we love the design.” – Urban Mediamakers

**Barry Lai**

“Clean design for logo and site.” – Audrey Arthur

**Daniel F. McElhattan, III**

“I’m not crazy about the “UM” Film Festival read, but this could be fixed by either spelling the whole name out, or using UMFF. This mark is clear and simple, and has a wonderful light touch. There is a sense of play, which makes it seem like it would be fun to go to this festival. Typically, I would discourage the use of illustrations as logo, but the image here works. The website lacks the light touch of the mark, and seems to be a little clunky. It needs the same level of refinement as the letterforms and image. “– Sean Adams

**Joel Messner**

“Beautiful and simple forms, good use of color. I’m not sure why the “F” is highlighted, but it looks nice. This is the start of a nice logo. If the odd errant “F” could be solved, this could be great. The website is clear and easy to understand but doesn’t relate to the logo in tone. The logo is refined and subtle, but the type on the website is heavy handed. This could be a great contrast, but needs more cooperation.” – Sean Adams

**Darren Newby**

“The idea of a changeable mark makes perfect sense for an “Urban” Festival. The mark has vitality and lends itself to many options for creative solutions. The website is exciting and inviting, I feel like I want to explore. The illustration of the camera on the mark is unnecessary. The purely typographic solutions are more powerful. The next step would be to explore multiple color palettes to accompany each mark.” – Sean Adams

“Great layout [for the blogger magazine]! He really stood out because he submitted two design choices. His illustration skills are outstanding. – Urban Mediamakers

**Travis Nielson**

“Logo has more of a cartoon vibe. Not sure how it would translate to marketing materials. Layout is a bit plain with too much text going down the middle. Use of color could also be incorporated a bit more. The features should be more prominent on the page instead of located at the bottom.” – Adam Bardach

**Travis Rothe**

“Breathes life into the brand giving it a recognizable voice and a relevant graphic.” – Marc Abeles

“Like the urban/city vibe to the logo, but not sure how well this would translate on marketing materials. A little too much red. Homepage layout is appealing. Very clean, simple and easy to navigate. Everything is placed well.” – Alisha Takahashi

**Crystal Russell**

“Like creative use of icons and layout of site.” – Audrey Arthur

**Vince Wasseluk**

“Logo needs work, but like design and flow of site and use of space” – Audrey Arthur

“His [blogger magazine] layout has a great look to it, but he used placeholder text. With a week to complete the challenge, I expected more.” – Urban Mediamakers

“Big bold and direct identity.” – Marc Abeles

**Philip Cardon Webb**

“This mark is confident direct, and beautifully crafted. I love the delicate nature of the film shape contrasted with the strong circle. The website is very well organized and sophisticated. It’s hard to let a logo simply be a logo. Most designers want it to do everything but take you to lunch, this one is a clear identifier. The letterforms need improvement, they seem a little tortured, but minimal simplifying could fix this.” – Sean Adams

**Chevonne Woodard**

“Like the logo design. It would translate well into packaging materials, shirts, marketing items, etc. Splash of color pops against the black background. Good layout, simple, clean, easy navigation. Don’t see a space set aside for video, but I’m sure that can be added in some of the dead space. The features also stand out well and don’t consume too much space.” – Adam Bardach

“I like her style! The logo is awesome. I wish we could choose a few logos. The colors pop here and it’s clean.” – Urban Mediamakers