



 **FTS**  
 In this masthead I have used mostly an image. This image is an icon of a fork and knife and I have surrounded it with one type of green. I have also kept the 'FTS' just to clarify what kind of masthead it is.


 **FTS**  
 In this masthead I tried to keep the design simple. I have limited the 'F' which is white rather than black creating contrast as the more important of the three letters.

 **FTS**  
 In this masthead I have used a car silhouette combined with text and sub text. The main text is large and also contained in green which are the colours of my board. I have limited the amount of colour so that the small white contrasting the silhouette and is roughly under the corresponding letter of its meaning which ties the parts together.


 **FTS**  
 In this masthead I have used a small image which could possibly be used in several of my products as a simple identifying point of my company. Again I have used label colour and made the sub-text smaller than the main text. My image of a spray bottle relates to cleaning which is common in all flats. I also experimented with a new type face which I like better than the previous one.

 **FTS**  
 In this masthead I tried to use an image related to the cooking side of things. Although I have done this I don't think it works very well as a masthead, it seems too big and it has too many clashing colours. The text still holds its own but doesn't work with the image.

 **FTS**  
 In this masthead I have looked at one of my artist models and emulated what they did. I made the 'f' flow with the curves of the circle which makes an interesting masthead. I have kept the text with the masthead and it is sized in hierarchy with the text progressively getting smaller as importance drops. Again I have used limited colour and kept it green.

 **FTS**  
 In this masthead I tried to emulate the style of one of my artist models designs which used a similar design in terms of a shield. I thought this could make an appropriate masthead seeing as my company is a school and generally schools have a shield or crest as their logo. Again I have used limited colour and kept the same green colours. I feel these greens work well together. I have also experimented with a different text, but in this case I will discard it.

 **FTS**  
 In this masthead I have again used a small image combined with text which I have modified a bit. I have used a shopping cart silhouette this time which still relates to flats. I have again come back to the two types of green, but this time with the text I have overlapped it and then taken the difference. This makes the 'T' look more interesting and breaks up the colour.

 **FTS**  
 In this masthead I have experimented with using mostly simple images to create an identifying masthead. The images could probably hold their own, but I think that would suggest too much that this is a cleaning company rather than a Flatmate Training School. So I kept the text there as not to cause confusion, and it also relates to some of my artist models. I have limited colour this time to the one type of green just to experiment with how it looks.

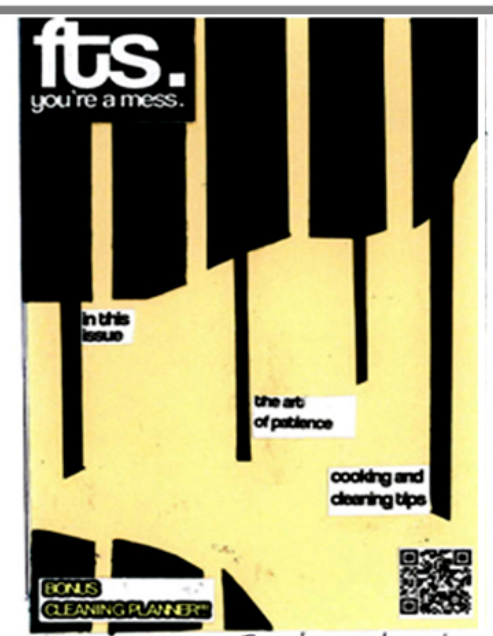
1



2



This cover is very simple and informative. Although this simplicity creates some doubt about the meaning of the company I had really based it on an artist models blatantly obvious. I do like the green colour, and the simplicity of the image. But I feel if I was to develop it I would create more layers and depth to make the composition more interesting.



This cover I tried to make the green look almost like paint dripping. The green is going to be a zoned in picture of a green cloth which has been used. There will also be a white grid overlaid across the whole thing. The white will be transparent and the masthead will be cut into the page. So it is the background colour.

3



This cover is based on an artist model that made a 'wanted' western style poster. In my case I related it to things that would happen in a disorganised flat. In this case I showed an empty fridge which could be a problem if people are not organised. The style is also gangy and messy which relates to being disorganised.



In this cover I tried to make a cluttered, complicated design. This is again to show the disorganisation that my company is trying to teach. The layers of the shapes will all be slightly transparent so you can see some of the layers underneath, which is much like my artist model. The parallelogram which have the text on them will be full colour so that they stand out more.



6



**S**hooter Ryan Taylor's last-ditch bid to make the New Zealand Olympic team has succeeded. His bid for London 2012 came after application yesterday to the International Shooting Federation for the re-allocated shooting quota spot was approved. The New Zealand Olympic Committee had actively supported the appeal as a correct outcome to its assessment of Taylor being able to meet the performance criteria for Olympic selection.

NZOC chief executive Kenyn Smith said the selectors sympathised with Rooney.

"I wish Ryan all the best as he takes my place... and I am sure everyone that has been involved will follow his progress." The New Zealand Olympic Committee had actively supported the appeal as a correct outcome to its assessment of Taylor being able to meet the performance criteria for Olympic selection.

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