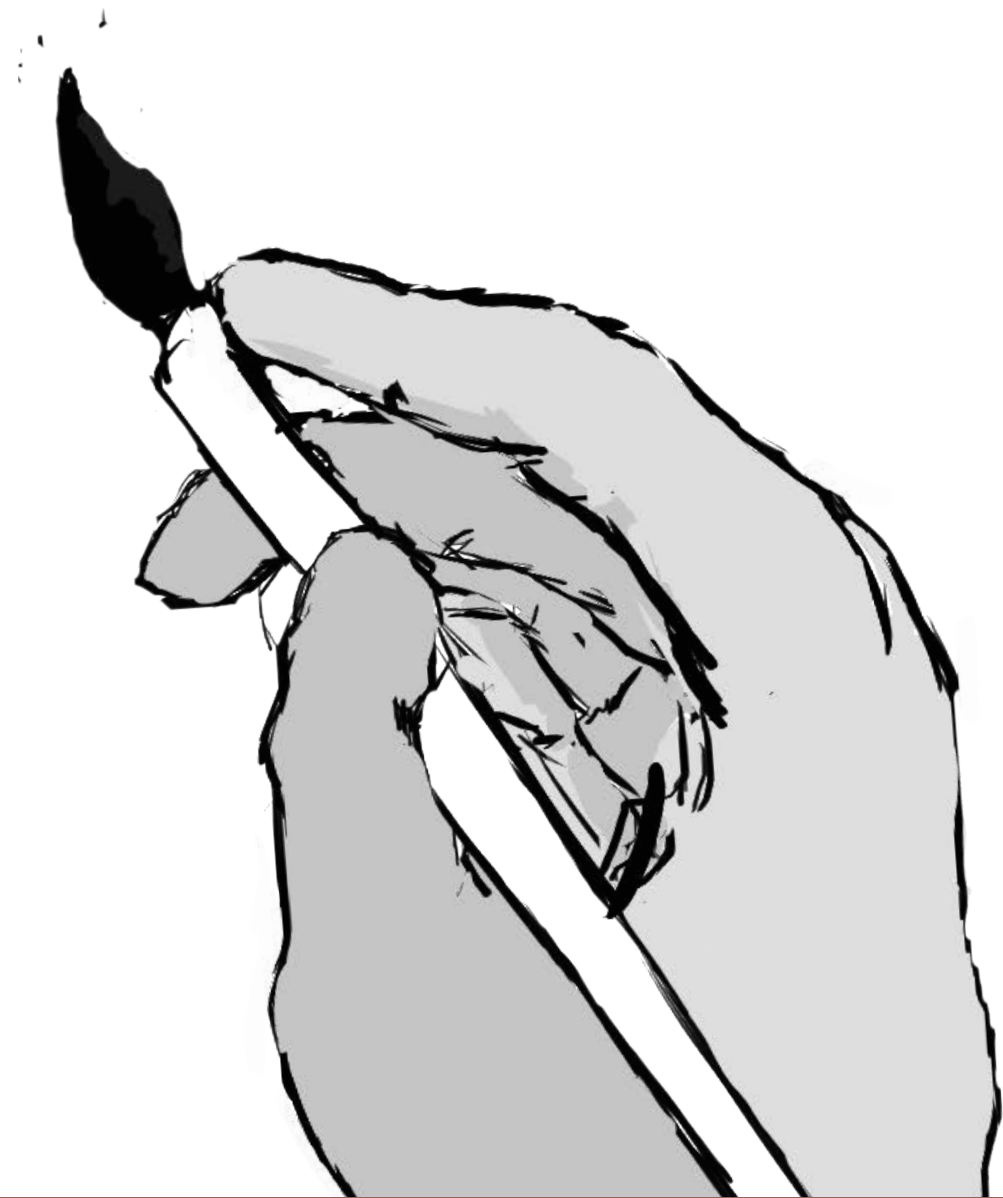


Process Book



DEPARTMENT POSTER

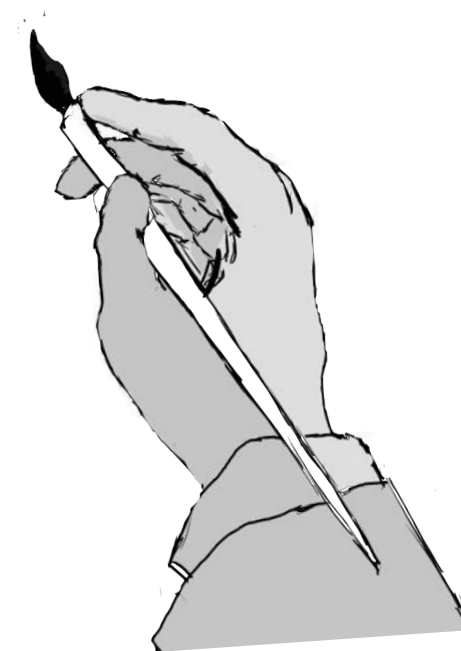
PROJECT 1

SKETCHES



I had a really hard time determining where to start for the first project of the semester I had a lot of ideas but many of them were far too complicated I eventually landed on the one that I did because it felt right to me. It felt as though it was free and natural. The rest of my designs seemed too forced and did not fit the flowing design that I was going for.

DRAWING THE HAND



I wanted to draw the hand from nothing so I could get some more experience in digital illustration. I took a long time deciding on how I wanted to shade it and eventually decided on a more broken stylized version of shading. where I broke the hand up into lighter grey and darker grey colors. I used gray so that it did not take away too much from the composition.

PROJECT 1

THE TYPE

For the type I fell upon a personal crutch of mine and used large blocky type. I wanted to make the "red" in create big red, well red because I thought it would help it stand out and seem less tacked on at the end. I also wanted at first for it to encompass parts of the dots but that felt overdone so I backed off on that.

CREATE BIG RED.

TRADITIONAL DESIGNS



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PROJECT 1

FINAL POSTER

The sketched affect of the hand in poster was an intentional one because I wanted it to feel drawn and created part of the theme of design. I wish I had cleaned up the paint on the "N" a little more so that way it looks less pixelated and more like paint, like more smooth and globbed on. This would help show that the "N" is actually getting painted rather than just getting filled in. At first I think I over designed the poster and created too many affects so I got rid of some of them and created just the splatter effect.

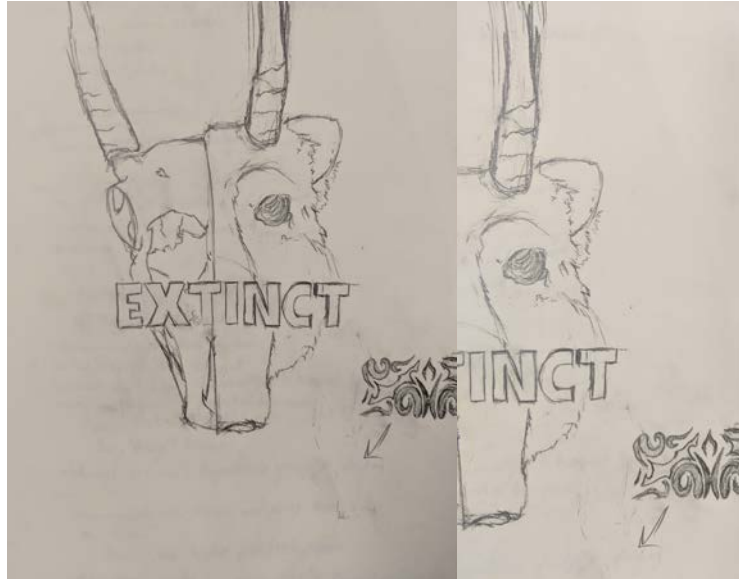




DISSENT POSTER

PROJECT 2

SKETCHES



I knew from the start of this project I wanted to raise awareness for my favorite animal; The Saiga antelope. The animal is going extinct so I thought the best way to show this was a skull to accompany the animal's face. I thought this would make an excellent contrast so I did a lot of research into the skull of the animal. There weren't many that lined up with the way I wanted so I had to put a lot of it together in my head.

TRADITIONAL DESIGNS



For the background of the illustration I looked into traditional Kazakhstani art to find a particularly interesting design. I knew that this region was known for more pattern-like art but I was not quite sure if Kazakhstani was included in this so I was glad to see this beautiful design and was happy to use it for a background of my poster.

PROJECT 2

Type

EXTINCT

EXTINCT

The Type was a part of the project I debated heavily on, at first I wanted the type to take the traditional design into it. However this was too much and made the type difficult to understand and pulled to heavily away from everything else so I used this blue color instead.

DOCUMENTATION



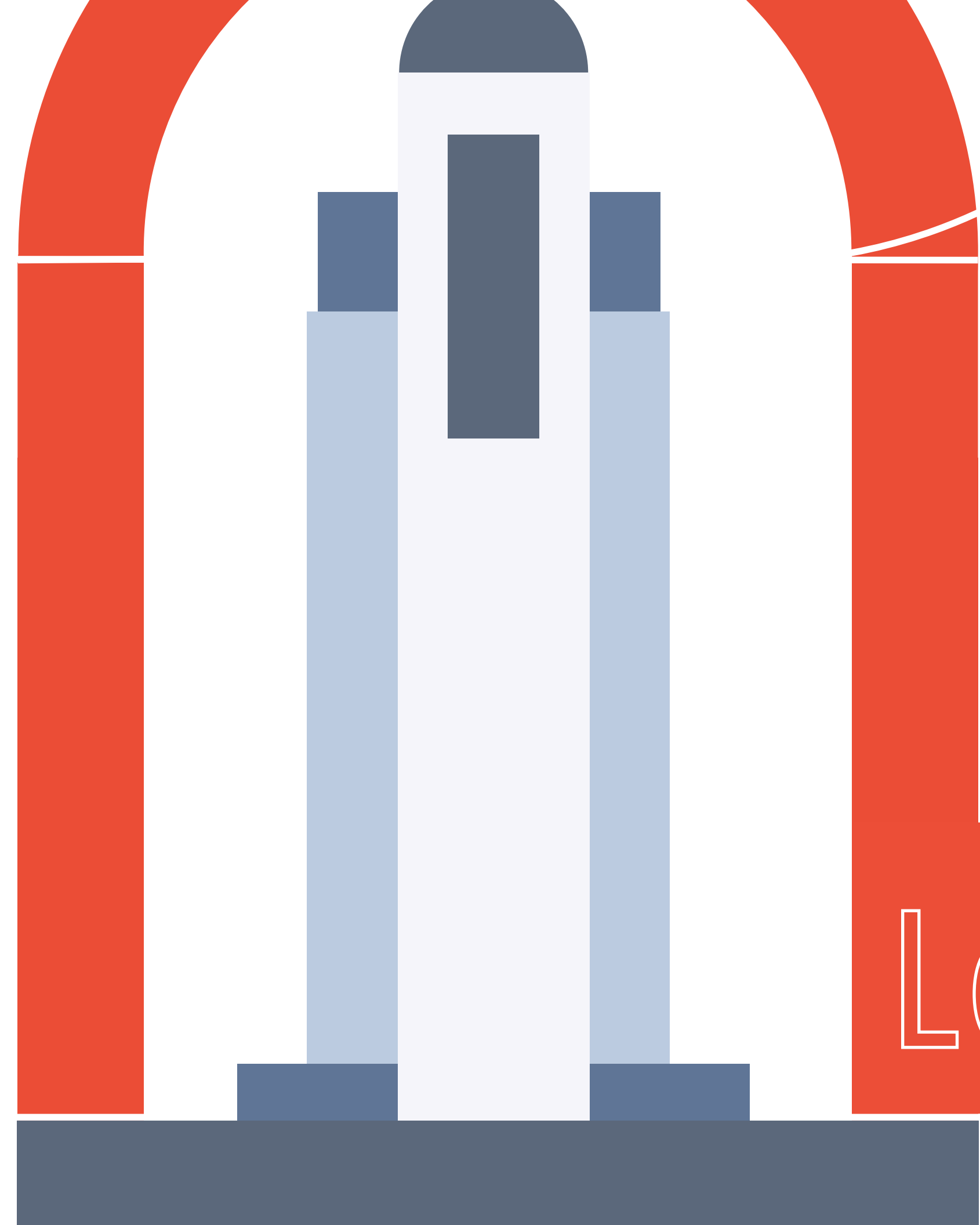
For the documentation I wanted to put it somewhere where it could be easily seen and noticed by a great deal of people. This was placed here with the amount of people seeing it in mind, and since it stood out from the other posters it had a very strong presence.

PROJECT 2

FINAL POSTER

This poster was defiantly one of my stronger works from the year I think my illustration was strong and in combination with the traditional designs I chose the white contrast wells and leaves a stark and vivid image in your head. The goal overall was to create something that would catch someones attention and have them focus on the idea presented in the poster. The idea that this speices is going extinct and running out of time to be saved.





LOGO DESIGN

PROJECT 3

SKETCHES



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OUT WITH THE OLD



This was all I had to work with for a logo at first. I knew that it needed to be simplified into something that could be used in a larger range of situations. In sense it needed to be simplified and the colors needed changing. I wanted to keep the state capital as part of the design to allow for some association with the original design and brand but it needed to be simplified.

PROJECT 3

FINAL LOGO



Originally the logo was a little too simple you couldn't really tell what the tower was supposed to be. So I tweaked it in the final design to make it more detailed and work better. This way it was still simple but it looked way more like the state capital and called back to the original logo better as a result.

MOCK-UPS



I am particularly proud of the shoe box mock-up because I feel as though it encompasses everything I wanted from this project and shows the brand I was attempting to create. It has the bright and solid colors that I tried to incorporate into the brand book and have used as a cohesive concept through the whole project. The sign was surprisingly complicated and needed to be changed from black to white by hand which I did not at first understand.

PROJECT 3

BRAND BOOK

This was all I had to work with for a logo at first. I knew that it needed to be simplified into something that could be used in a larger range of situations. In sense it needed to be simplified and the colors needed changing. I wanted to keep the state capital as part of the design to allow for some association with the original design and brand but it needed to be simplified.



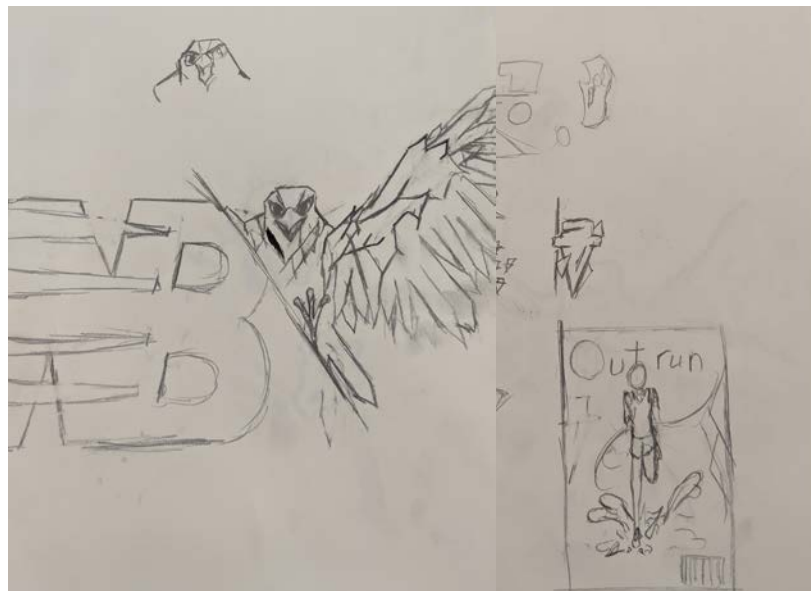
UGANDA

MAGAZINE

PROJECT 2

SKETCHES

With this project I wanted to work heavily in illustration so I feel as though the doodles and sketches I did before beginning were very important. I think that is a big reason I liked this project so much though it allowed me to stretch my legs with my creativity and experimentation with design. I feel as I accomplished far better than I expected when I started this project so it feels me with a great deal of pride.



Illustrations First



I based a lot of these ads and articles around illustrations, this particular ad was based around a combination of a few different New Balance ads. These illustrations took a very very long time but ultimately I am glad I did them because I feel they have a level of professionalism to them and are great pieces on their own.