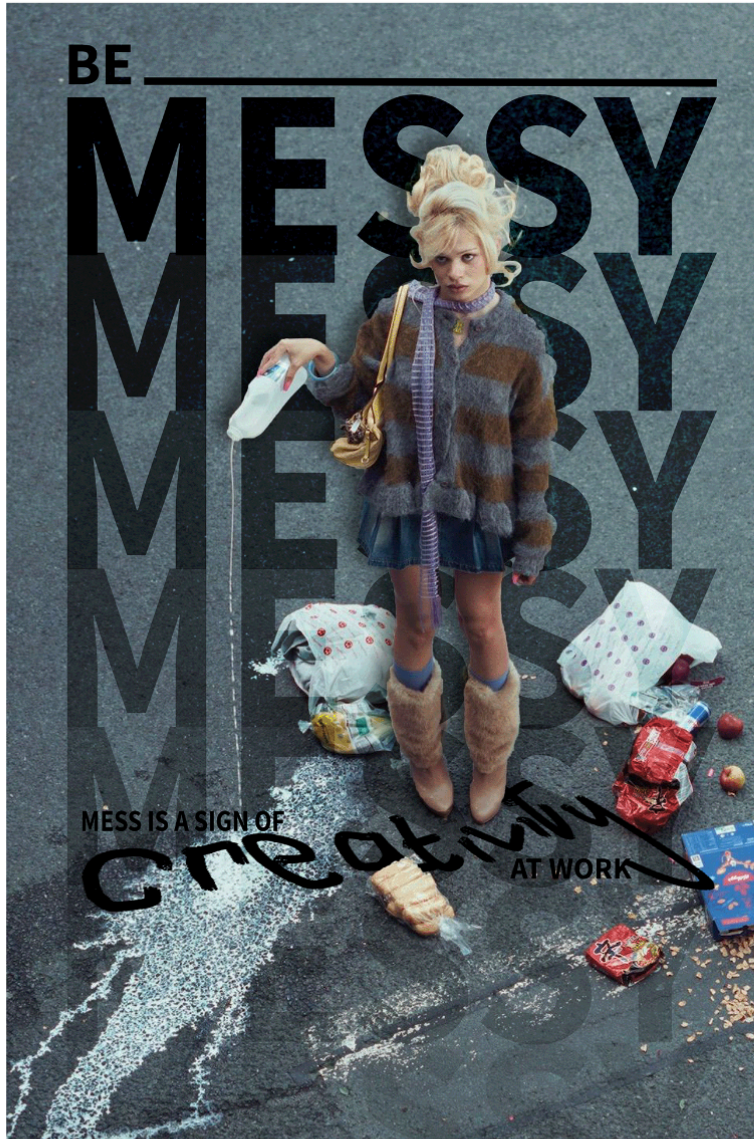


Outcome

Project 1 “Be Messy”

A4 Paper size - Poster



Created 01/26 on Photoshop

Line balances out the poster making it more organized which contrasts to the actual meaning of the poster

Repeated 'messy' creates harmony and balance throughout the poster

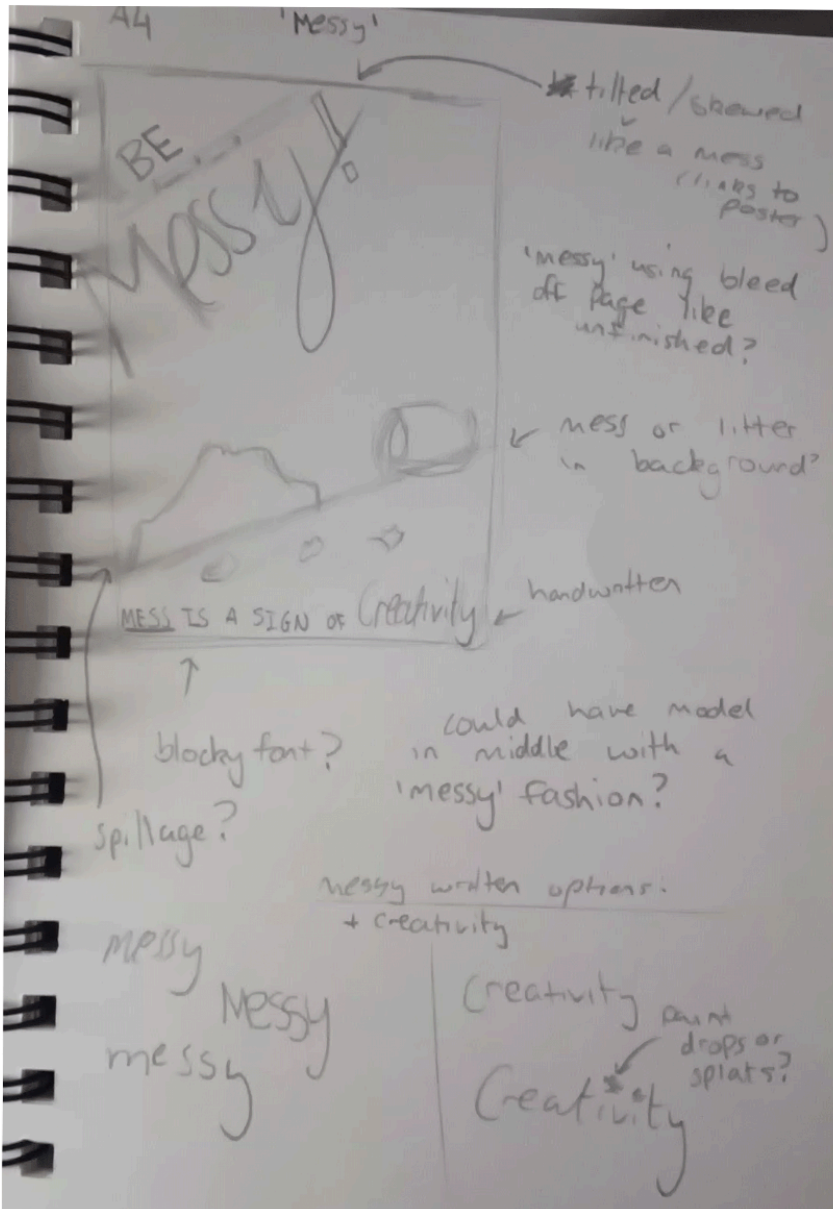
The text being partially behind the model creates depth within the layout and makes it more visually interesting

The contrast in typeface between the 'messy' text using block letters and the 'creativity' written in messy handwriting which emphasises the meaning of being chaotic and against the 'norm'

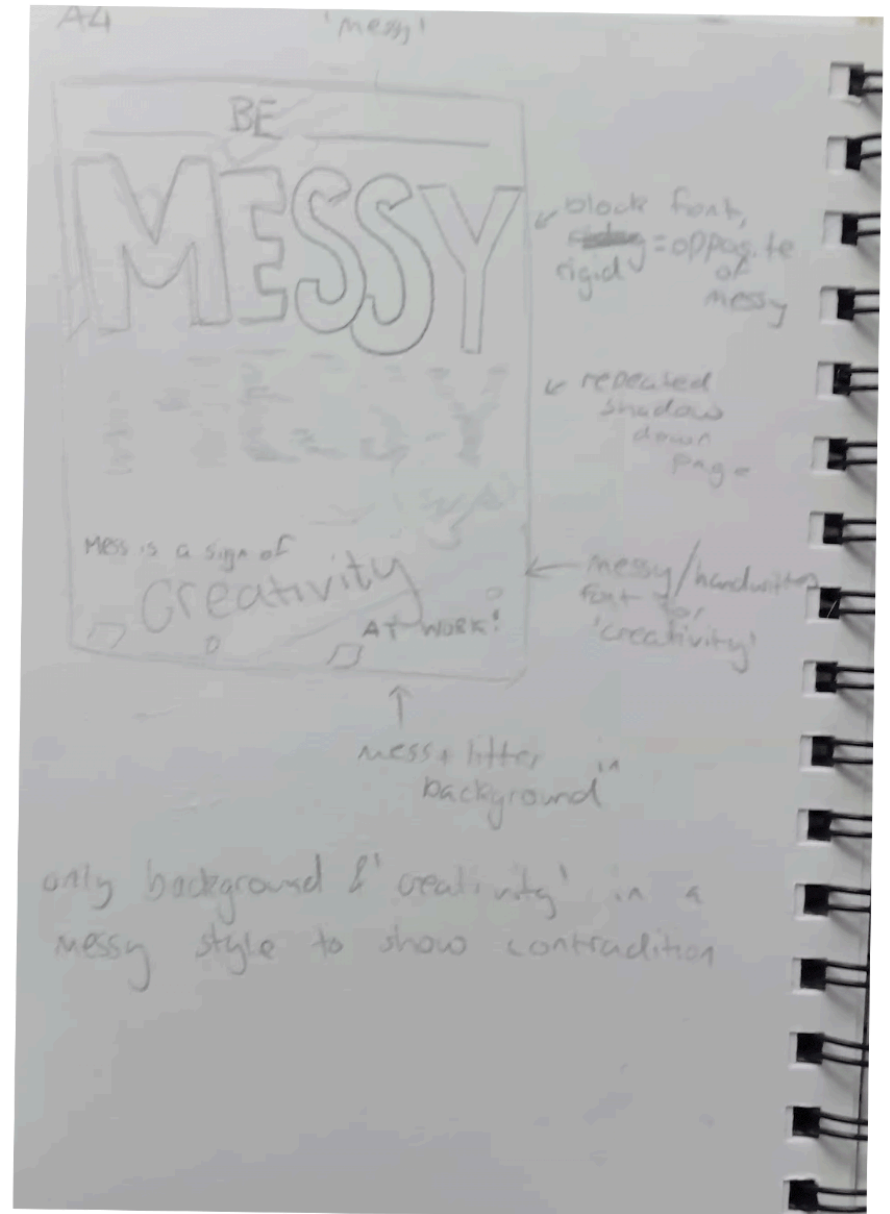
Preliminary Work

Project 1: "Be Messy"

Concept 1



Concept 2

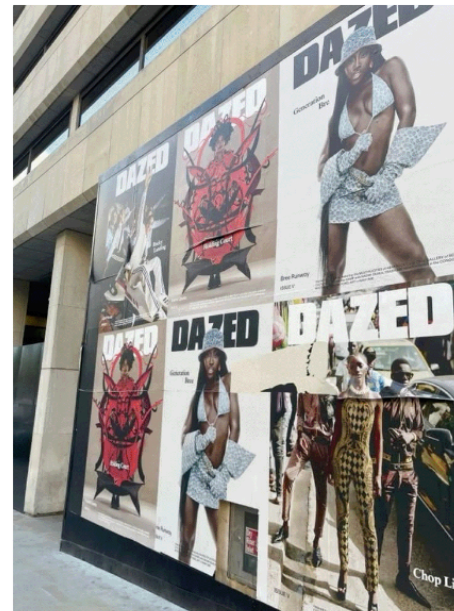


Inspiration

Project 1 “Be Messy”

For this project my inspiration was fairly vague. I decided to create it in a style of a billboard you would see in a popular city like NYC or London while also having a meaning to allow yourself to allow yourself to be non-conformative to allow for creativity.

I also mimicked the chunky text in the background behind the model (centre focus) while still adding my own originality within the project with the handwritten typeface for the word “creativity”. I did this to emphasize the roughness and unpolished nature of creative work to show that not every piece of art has to be ‘perfect’ to the standards of other people.



Outcome

Project 2: "Storytelling"

A4 Paper size - Poster/ Possible movie poster



Centre aligned text alongside the model being centred creates a flow throughout the poster

Playful font and lines create a more casual and lighthearted atmosphere

The repeated lines also create harmony and make the poster flow nicer with the sections being separate, despite being the same

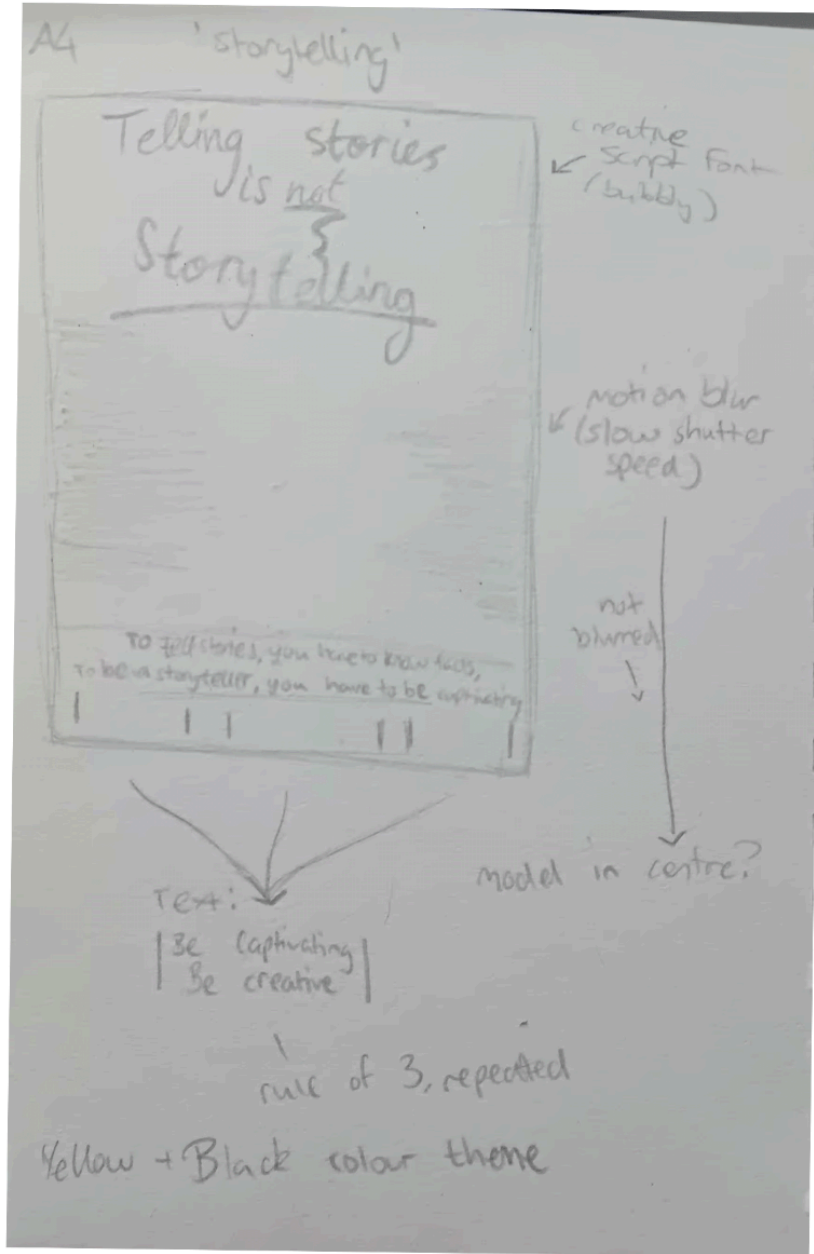
3 Repeated text slots to create an asymmetrical and uneven balance

Created 01/26 on Photoshop

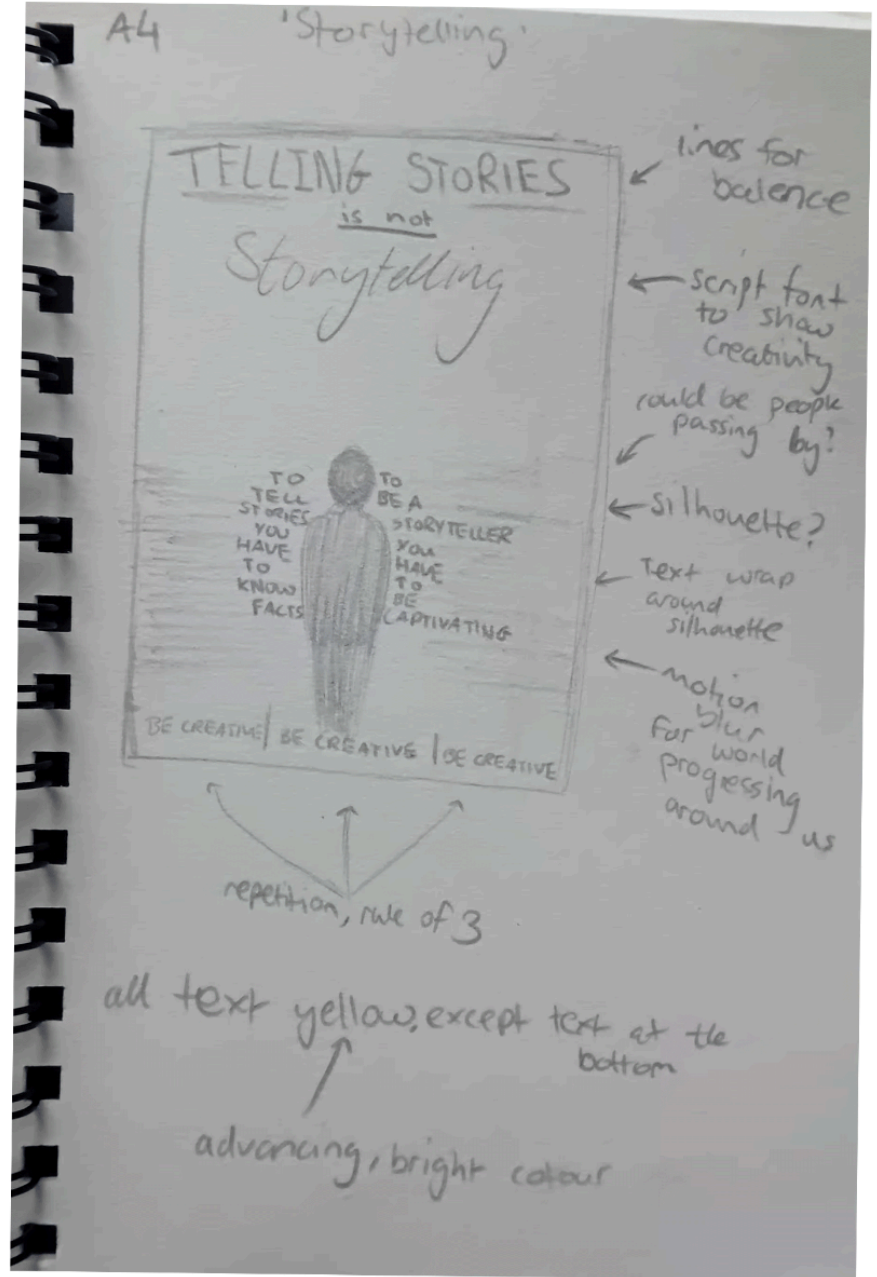
Preliminary Work

Project 2: "Storytelling"

Concept 1



Concept 2



Inspirations

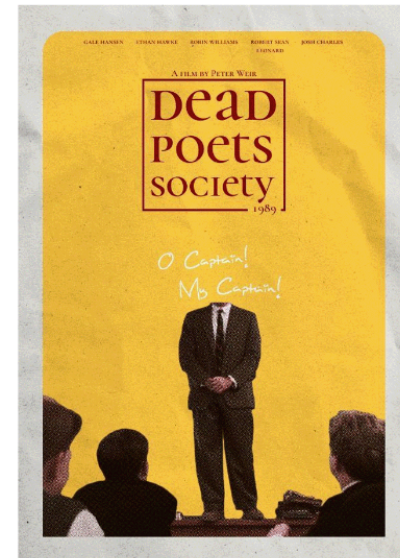
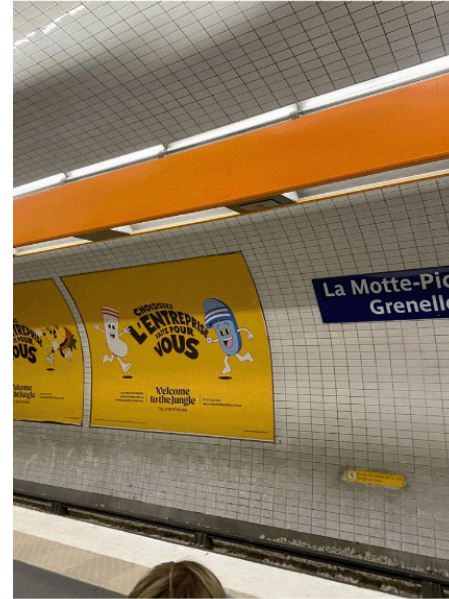
Project 2: “Storytelling”

For this project I took inspirations from a mixture of different adverts.

For one, I took inspiration from adverts commonly seen in places like the London underground and on tube trains. I mimicked the bright yellow colour so it would be bright and eye catching - a tactic commonly used for promotional posters and advertisements.

A second inspiration I took was from movie posters with a similar yellow colour. For 2 examples I used Kill Bill and the Dead Poets Society as these posters when compared to each other look fairly visually different, so I mixed the 2 styles.

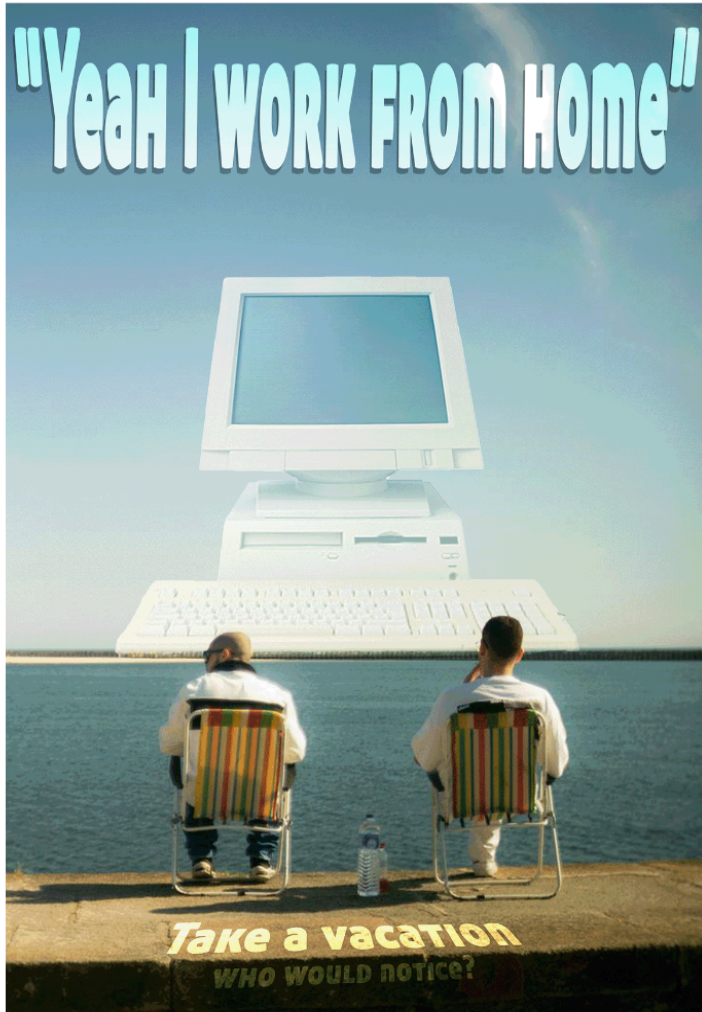
The reasoning behind the message of my design is to emphasize the fact that not all stories (movies, books ect) are good stories, as they lack the key factor: A creative artist. It's to show that stories aren't just about the actual content, it is about how you tell them.



Outcome

Project 3: "Work from home"

A4 Paper size - Poster/Possible advert



Created 01/26 on Photoshop

The tranquil blue + yellow colours engage the viewer, making them feel calm and almost enticed follow the directions of the poster



Mockup inside train station

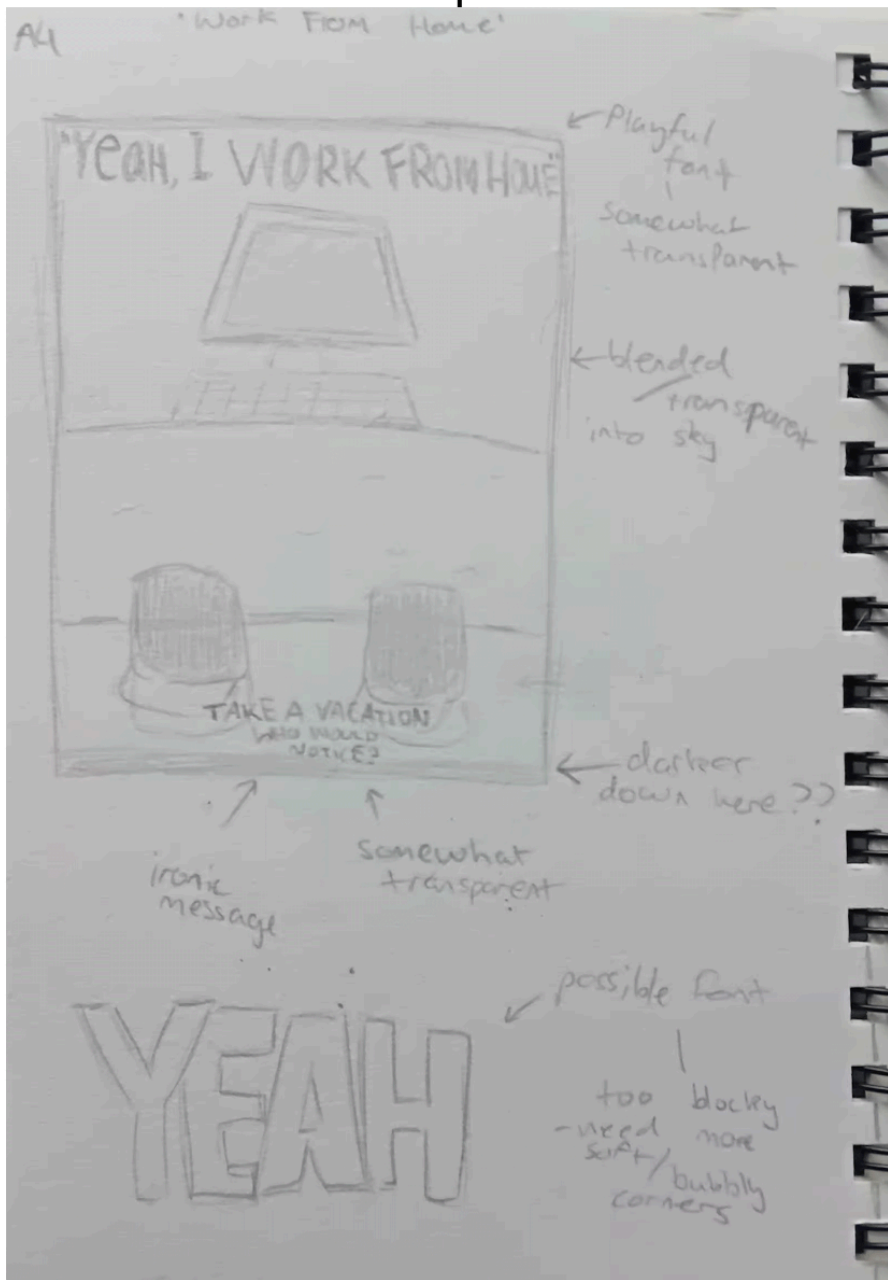
The large computer in the horizon being so vivid shows how 'important' their work is perceived as being while they are on holiday and relaxing

The text 'Who would notice' being smaller than the rest of the text, makes it feel like a secret

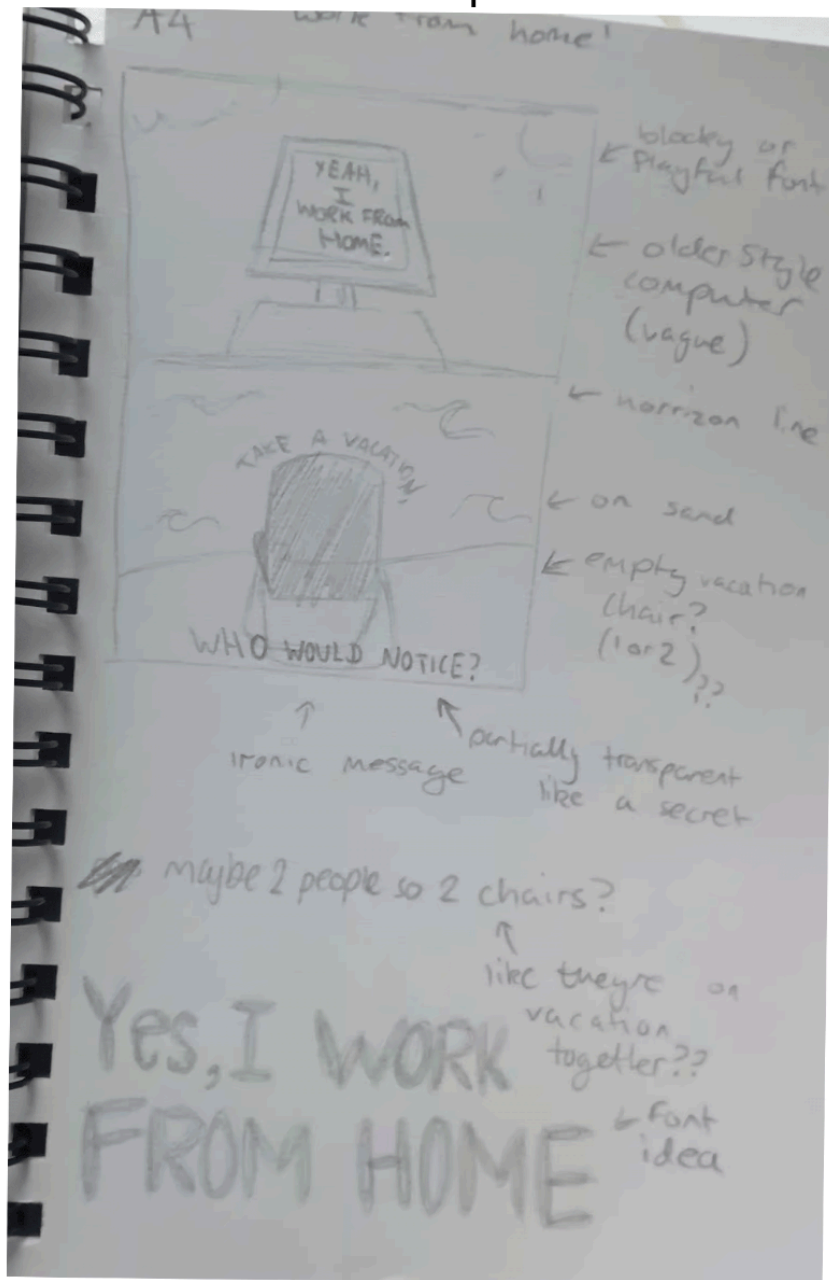
Preliminary Work

Project 3: "Work from home"

Concept 1



Concept 2



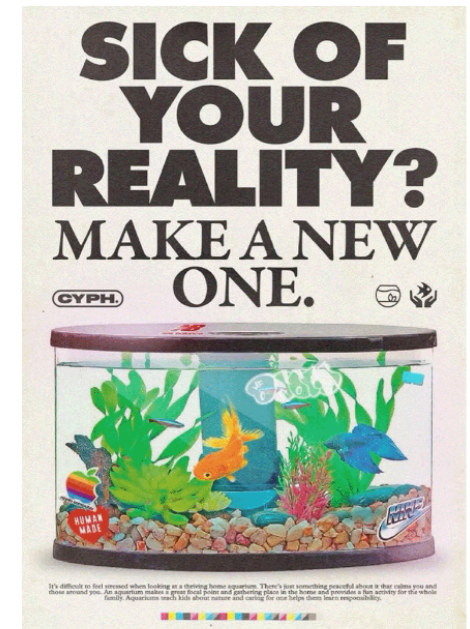
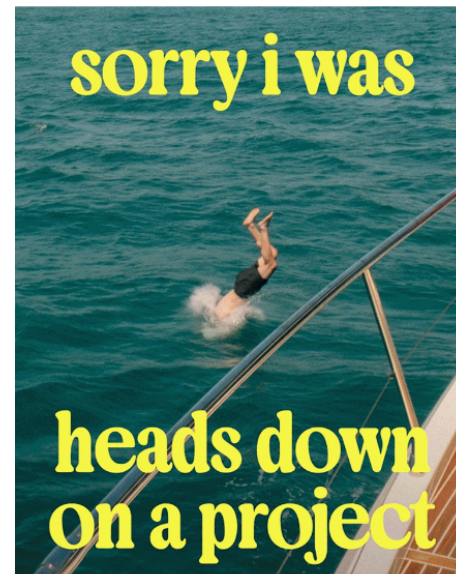
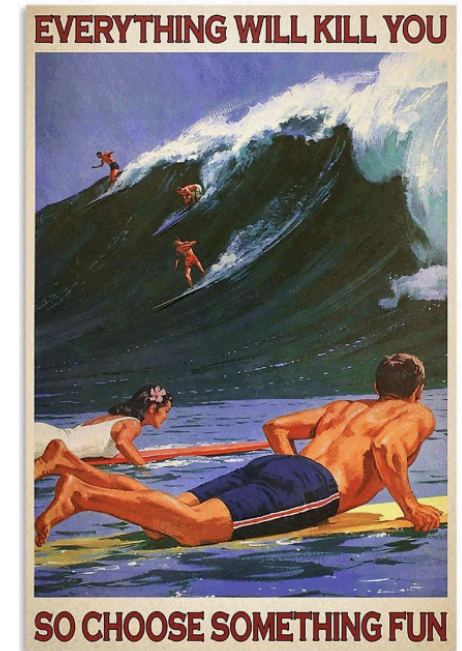
Inspirations

Project 3: "Work from home"

For this project, I was inspired by sarcastic and ironic vacation or travel posters. For me, it is a way to find humor and a level of enjoyment while talking about something in a professional setting like a job, home life, or even life in general sometimes.

I attempted to make the poster feel like an advert directly for a company who sets up holiday packages for people (cruises, hotels ect).

I used a mix of a modern atmosphere (the type face, quality image) combined with a retro and vintage vibe which comes from the older style computer on the horizon line of the image.



Outcome

Project 4: "Laissez-Faire"

A4 Paper size - Historical Awareness leaflet or newspaper/magazine



I used a large block typeface for the heading as it emulates fonts used for titles in old newspapers and campaigns

I made the text wrap around the family to show directly the people who were impacted by this attitude

I added an accent colour of blue/yellow to contrast against the black&white elements to draw peoples attention to the "You" within the text to increase the emotional impact

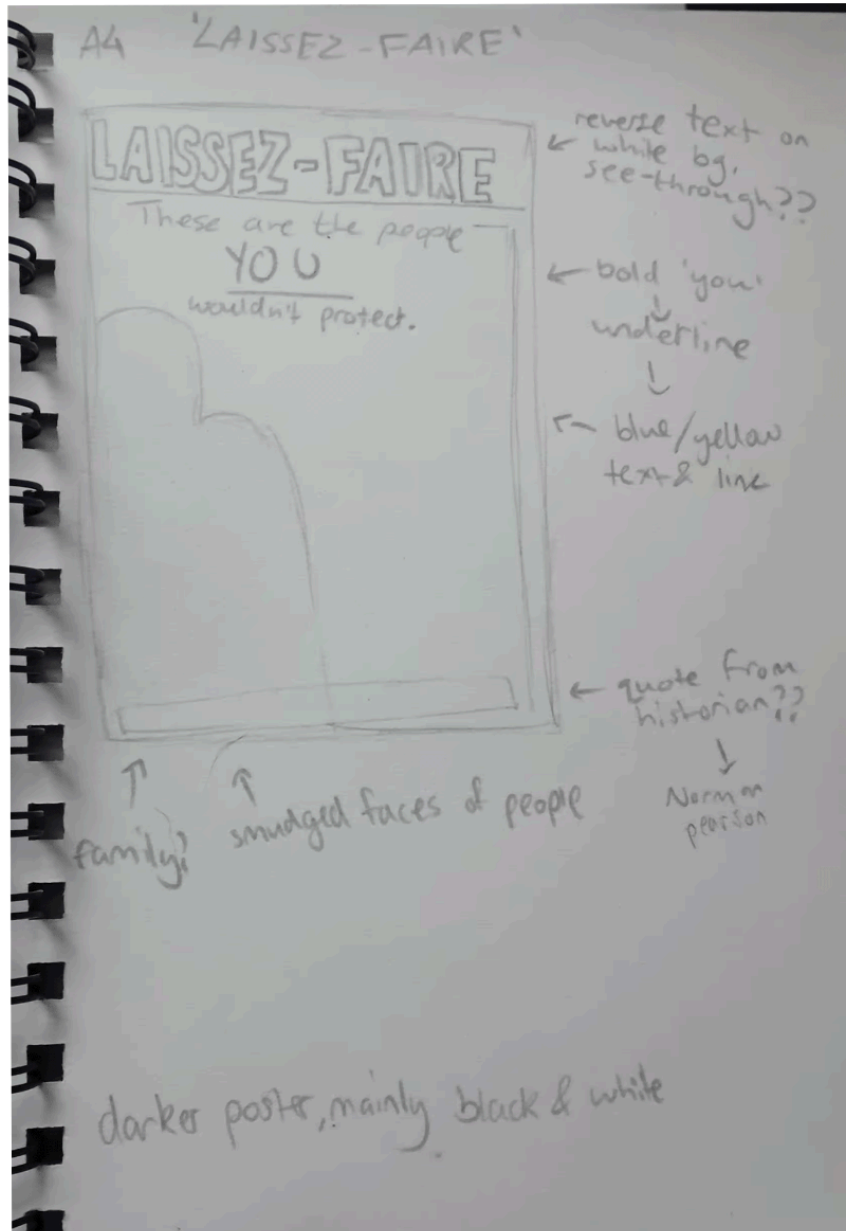
I chose to smudge out the families faces as it shows how dehumanized these people were as they were seen as less important than people of more wealth, almost just a smudge on a page to the government at that time.

Created 01/26 on Photoshop

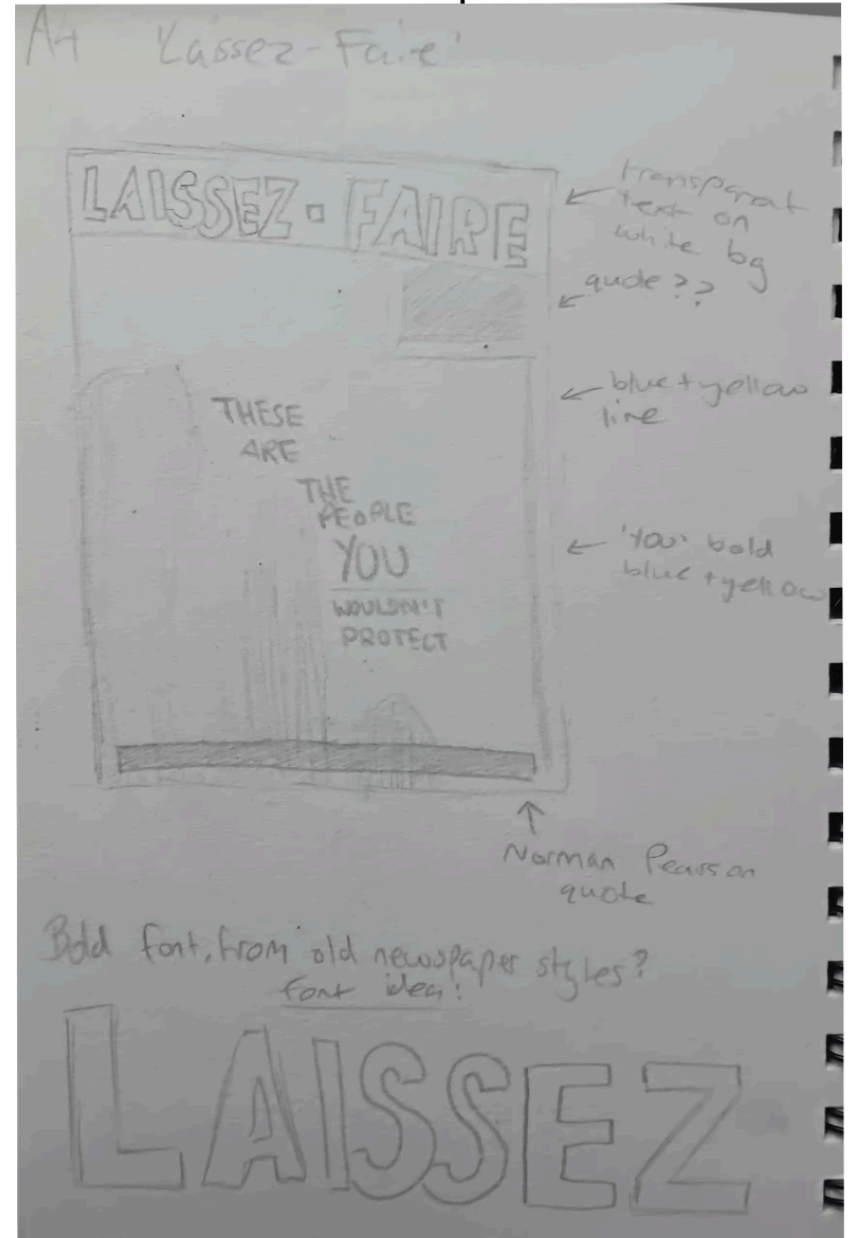
Preliminary Work

Project 4: "Laissez-Faire"

Concept 1



Concept 2



Inspirations

Project 4: “Laissez-Faire”

My main inspirations for this project stemmed from my history class as it is a topic we studied, and I took a person interest in as the lack of effort towards helping and supporting the underprivileged is a concern that is still present today and has always been something im passionate about as I have faced similar issues in the past.

I also took heavy inspiration from older and traditional british newspapers as due to the fact that the issue the project is about stems back to the 1800's, I thought it would be fitting to mimic the style from a similar era. This was also a reason I designed it in primarily black and white with only a smidge of colour showing through.

The chunky, block letters were the main part of these old newspapers that I took inspiration from as it was a staple of newspapers, which meant that people could take a glance at the design I created and would be able to notice where I took my inspirations and ideas from.



Outcome

Project 5: "Shut out"

A4 Paper size - Promotional Poster/Advert



I used a large, blocky font to make it feel like the advert is 'shouting' at you, creating an oxymoron as the ad is for headphones - used to reduce noise

I faded out the writing in a circle shape to almost mimic the way local sound would become more blocked out, the further away it gets - as is the same with the blurred effect

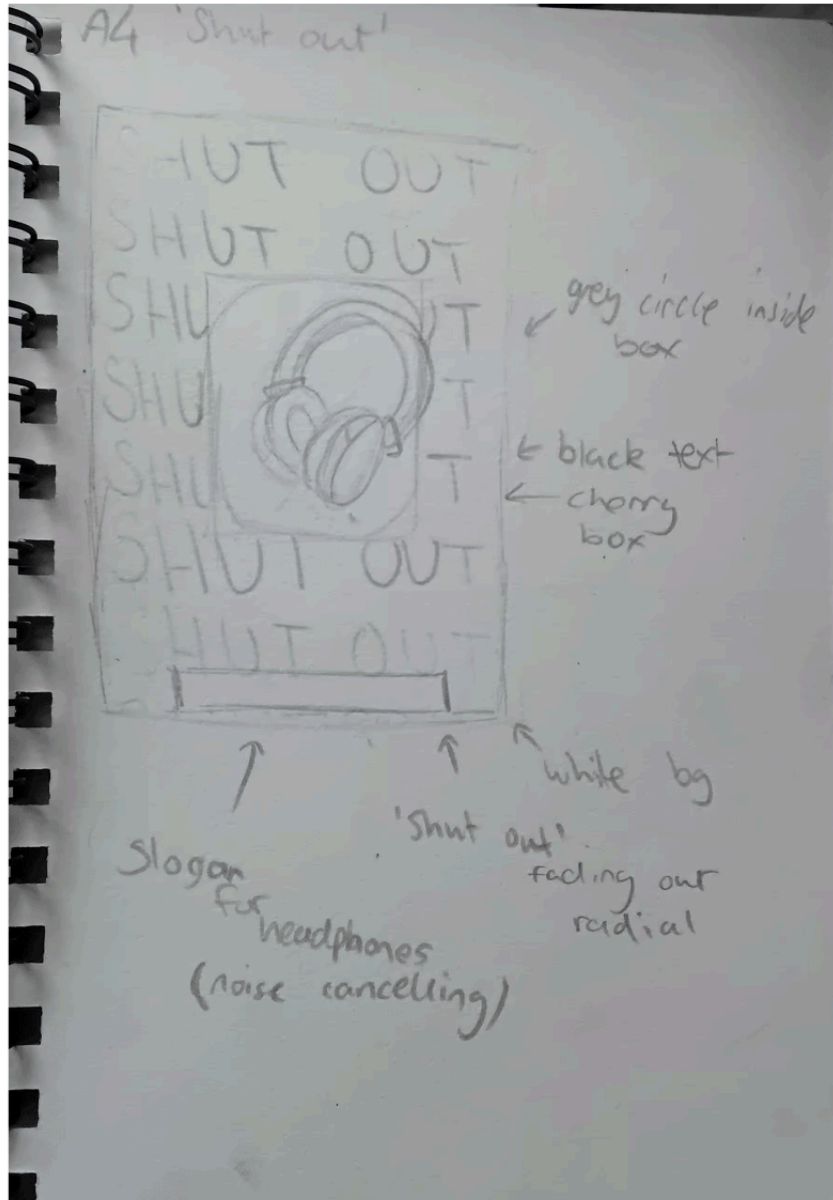
I made the actual description of the product very short and to the point so it is easily understood and doesn't take away from the visual of the actual product

Created 01/26 on Photoshop

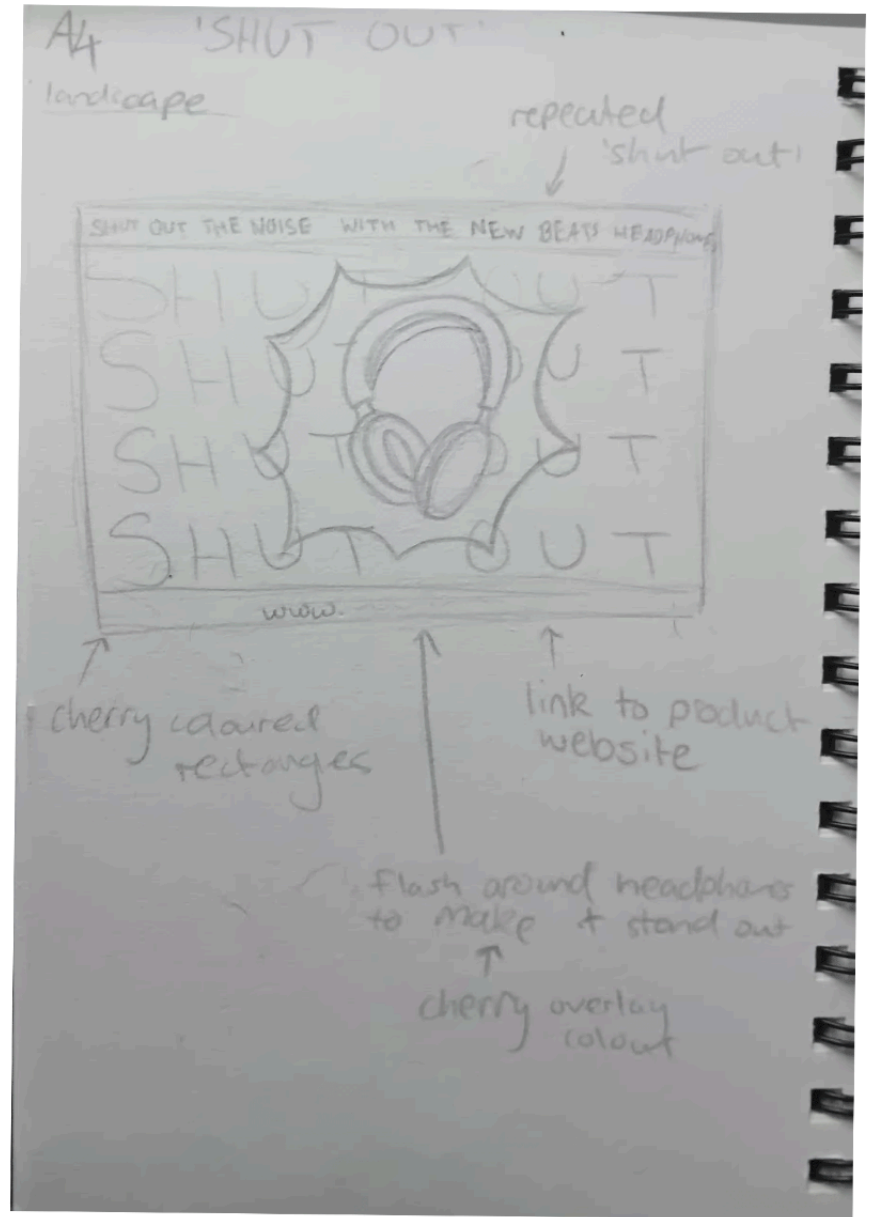
Preliminary Work

Project 5: "Shut out"

Concept 1



Concept 2



Inspirations

Project 5: “Shut out”

For this project I took inspiration mainly from the Bauhaus style as well as simple and modern geometric abstract art. Although, I didn't mimic it directly as I molded it to be less noticeable so it wouldn't distract your eye from the actual product too much.

The initial reason I chose to do an advert for noise cancelling headphones was because I personally feel like they have helped me a great deal to get me to focus on an actual project or reading rather than getting distracted by outside noise that isn't actual important or beneficial to what I'm attempting to focus on.

