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GRA-491

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Milestone 5: Ready-for-print Portfolio

* **Working Knowledge of Graphic Design Software and Digital Tools**
  + - * Backgrounds

When it comes to designing backgrounds, the two programs I use are Photoshop and Procreate. Although Procreate is not an “Adobe” product, the endless amount of learning within this application is rewarding and inspiring. In both programs, I use various amounts of brushes that I purchase, or download for free, to create the different designs.

* + - * Business Logo

Usually, I turn to Photoshop for making designs like this one. I wound up using Illustrator so I can exercise the use of vectors to create the shapes exactly how I wanted them to be. Before I really got into design classes, I was not too keen on the usage and tools available in Illustrator. Learning what I have, I have much more confidence in the use of vectors to create images that are meant to be clean and precise.

* + - * Omnia Bloom Design

This final project from GRA-101 was a product of using Photoshop. There were multiple layers used as well as layer masks and layer effects to create this final design. When I began designing the first draft, I considered using different approaches for this “logo” by keeping one word in a gradient color and the other word directly correlating with the upper word’s colors but using different floral images to reflect the word bloom. The second draft used the same technique, but almost created a “knock out” version of the final product.

* + - * Post Malone Typographic Portrait

This final for GRA-340 was actually one of the most challenging, but rewarding designs since I’ve been in college. The required program to use was Illustrator due to the tools associated with the program. I mainly used the line tool, but also used the curvature tool to align the words against curved edges.

* + - * Amethyst Bay

This magazine ad final for GRA-220 was mainly made in Illustrator with the exception of using the feather gradient in InDesign to create the fading of the top and bottom images. The client’s logo was provided as well as contact information. Additionally, multiple layers were created for different sets of elements to keep them easily accessible.

* + - * Lil Guppies

The main program used was Illustrator for these final designs for GRA-230. I specifically used the path tool within the program to create and refine the splashes that I designed on the top of the logo. With the logo as the base of the series, I wanted to make sure the entire spread had a cohesive feel throughout.

* + - * TOWN

This final project for GRA-232 was overall one of my favorites to create. Aside from some Photoshop photo editing, this project was mainly done in Illustrator. For the images, I made sure to add an outer glow and/or drop shadow to make sure all of the images popped instead of looking like a sticker thrown onto a piece of paper. I wanted to showcase each element as if it were the actual object, so I made the further decision to create mockups for each element. By doing this, it gives the viewer a better sense of what each element would look like if it were to be printed for physical use. Working with mockups is a bit tricky, but the results make the products look much more presentable.

* **Elements of Design**
  + - * Backgrounds

Each design I create, I tend to mess around with different color schemes as well as positioning of elements throughout the entire designing process. I make sure to create different layers for each element in the case that I like one element but don’t like the next. I like to make sure each design is different from one to the other to show a vast variety of works. For example, the designing of “*Upside Down*” incorporates an almost “reflection” of each color by using red on gold and gold on red.

* + - * Business Logo

This specific client asked for a very simple color scheme - orange and black. Being a huge Harley Davidson fan, this was a no-brainer. I used emphasis and focus on the “electric” part of the design by incorporating a lightening bolt as well as the plug due to the client being a commercial electric company.

* + - * Omnia Bloom Design

This design focuses mainly on the balance and form of all elements. With the colors I used, it evokes a sense of calm while also a bit of chaos with the effects used particularly in the background.

* + - * Post Malone Typographic Portrait

I chose to keep the image in black and white for better readability of the complex image. I made sure to focus on using a variety of font weights and sizes to give a sense of depth to the image. When it came to the finer details (like the curls in his hair and face tattoos), there was quite a lot of repetition (much more than the rest of the portrait) but made the process much easier to execute.

* + - * Amethyst Bay

As stated above, the only information given was a variety of logos to use as well as contact information. I wanted to focus on the balance of colors that matched with the logo I chose as well as using visual hierarchy from the top of the text to the bottom. The images chosen additionally give the “vibe” of relaxation and serenity.

* + - * Lil Guppies

In the beginning of the design phase of this project, we were instructed to come up with three different color schemes to use for our designs. When it came down to the color palette, I chose blue to match the idea of “underwater” and the idea of “swimming” so the message of the business was clear. I used the secondary colors of yellow and orange to keep to logo bright and to make the design pop to grab the viewer’s attention. I also focused on using round edges to give the designs more of a playful feeling rather than sharp edges that would evoke a sense of seriousness.

* + - * TOWN
        + In this project, we were given a specific color palette from the fictitious client. It was at our discretion to chose which we wanted to use. I focused on using the two grey shades as the “main” colors with the red and orange as secondary choices then using the bamboo or “mint” tone minimally throughout the entire project. I used a dragon throughout each element to create a cohesive design as well as “staggering” menu items to keep the balance throughout. I feel like this creates a different dynamic instead of just left aligned text and right aligned images.
* **Creative Self-Expression and Originality**
  + - * Backgrounds

The best thing I can say about these examples is that there was no planning or set vision for each design. They strictly go with the mood of how I was feeling in that moment. With the abundance of tools I have between each program, the possibilities are endless. Which, to me, is the most self-expressive and original of all.

* + - * Business Logo

I was given an “open” opportunity to create a logo for this client. Their request gave me free range to design as I wanted as long as I stayed within the parameters of their very minor requests. The only details provided were contact information and typographic dislikes. Otherwise, I was able to design as I pleased which really gave me the opportunity to be self-expressive and original.

* + - * Omnia Bloom Design

This project was actually a super fun process to go through. We weren’t given any rules other than “create for yourself” as this was a “future business” design for ourselves. The freedom of creation is truly how I enjoy designing different images for any and all platforms.

* + - * Post Malone Typographic Portrait

I typically enjoy challenging myself and this was nothing short of a challenge. Being as there was many, many tiny details that had to be executed properly for the image to be seen correctly, I feel as though this example shows my focus on effort in challenging myself within my creativity and originality.

* + - * Amethyst Bay

When this project got assigned, I wanted to do some research on what typical travel ads would look like. I was able to find an ad with a similar destination, so I designed mine with that as a starting sample. From there, it all kind of just fell into place and it was very easy to create the finished look through my own creativity.

* + - * Lil Guppies
        + During the design process, it was required within the course to have ten different “ideas” and “rough drafts” for the logo - it then got broken down to three and then the final one. I (as always) did some research on what this specific client type of logo would look like. I found fish, scuba divers, and many different examples. Of course I didn’t want to “copy” anything, so settling on a simple basic element (a starfish) really helped guide me in designing this logo.This process really helped me get the best idea of which way I wanted my logo to be designed. During this process, I was able to stretch my creativity and was able to drill it down to what the final product was.
      * TOWN
        + For this project, I was only given a color palette and certain font family to use - the rest was completely up to me. It seemed like a hefty task until I really got into researching different dishes and it almost became fun. This allowed me to not only express my creativity within the design, but also with content, pricing, and descriptions.
* **Evidence of Thoughtful and Appropriate Critique Skills** 
  + - * Backgrounds

I have never actually received feedback on these examples from “direct” sources. The only audience that these reach is my mother, son, and boyfriend. They all don’t have much of an “artistic” eye, so everything I have created gets a “oooh I love that one” or “amazing job!!”. There are times, though, that one of them give a minor suggestion which I believe helps me recognize minor improvements that can be made which, in turn, would assist me in becoming a better designer.

* + - * Business Logo

I have received minor feedback on this particular design. This logo is for a local company that my boyfriend works for and we’re very close with the owners, so they understand that it’s not number one on my list to get done since I am finishing school and need to focus on graduating. They have seen the design and they love it, but we haven’t been able to sit down and finalize anything as of yet.

* + - * Omnia Bloom Design

My initial design that I came up with when I first started this class was almost too simple - it was just the skull in the middle with a pink circle around it. Although this was one of my first courses I took at SNHU and I don’t remember much, I do remember someone stating that the initial design was too simple and to add more than just two elements to make it more dynamic. Obviously I did as such and came up with this final design piece.

* + - * Post Malone Typographic Portrait

When this project was first presented to me, I knew I wanted to portray this artist (because I knew it would be challenging). In fact, my teacher (in the beginning) told me it would be way too hard due to the facial tattoos and that I should pick a different subject. One thing I pride myself on is embracing a challenge especially when you tell me “I can’t”. In the end, it was the most rewarding thing to hear my instructor tell me “amazing job”. Throughout the course, though, I was given great feedback when it came to structure and I was able to steer other students in a better direction to make their portrait the best by suggesting different ways to go about capturing their chosen subject.

* + - * Amethyst Bay

The majority of this class went with the same type of color scheme that I did, so it was very easy to give critiques for different peers’ works including maybe text that needed a different color or even simple position changes. I also received great feedback from my peers such as positioning of each image to create more space between text or font changes.

* + - * Lil Guppies

Throughout this course, I was given very helpful feedback from peers as well as the instructor that allowed me to land on the final product that I presented. Unfortunately, after the course was finished, the teacher approached me and asked my permission to use my designs as an example for future classes. I, of course, happily accepted and when the instructor came back, it was basically a completely different design from the one I worked very hard on for 8 weeks. For all my effort, I feel as though better critiquing could have been exercised during the course. Overall I was able to give suggestions to peers to make their logos stronger and more cohesive for their chosen client(s).

* + - * TOWN

This course was a little difficult for me to critique. I’ve seen this project before and it almost seemed like the other choice was the “easier” choice that most other peers chose. Critiquing almost became mundane commenting about basically the same thing over and over again. Overall though, the feedback I received from other students really helped push each of my elements to the next level.

* **Evidence of Following Directions**
  + - * Backgrounds

With these examples, there really in no direction. Although “reworks” aren’t necessarily required, I have taken previous designs and “reworked” them to make them a bit different. The only other “direction” I could take is following design principles and apply them to each design successfully.

* + - * Business Logo

As mentioned, this logo gave me an “open” opportunity to design a new logo for a local company. The only “direction” I was given was to keep it simple and not too busy so they would be able to transfer the design onto merchandise and different stationery such as business cards and t-shirts.

* + - * Omnia Bloom Design

This course was meant to create the “beginning of our brand”. This gave us (another) open opportunity to create as we wished. With constant direction from both peers and instructor, I was able to follow their suggestions in between multiple drafts until I was happy with the design.

* + - * Post Malone Typographic Portrait

The basis of this project was to create a typography portrait. I believe I followed the directions perfectly in this final execution. I feel as though the assignment was fulfilled, but I would really like to go back and take more time the make certain sections more detailed with smaller font sizing to match sections better.

* + - * Amethyst Bay

For this project, we weren’t necessarily given “directions” other than making sure the client’s info is present in the ad and that whatever variation of the logo was used. I feel as if the directions were followed pretty well considering the final was basically where the design started off. The only rework that I have done was changing the font size throughout the paragraph to make visual hierarchy more prominent.

* + - * Lil Guppies
        + The full final assignment for this project was to create and design a logo for a client while also including stationery such as a business card, letterhead, and envelope. Throughout the course, there were announcements that did clarify how to specifically layout each element so they are done correctly. Specifically, when designing an envelope, there is to be no design or typography along the bottom edges because that is where the post office puts different hash marks, printing, etc. and the printing or design cannot interfere with this area. When designing this project as a whole, I made sure to adhere by all directions. I did not deviate from any of the original directions because, as mentioned, there are certain ways to present different pieces and it’s just the correct way of doing it.
      * TOWN
        + I believe that once I wrapped my head around that this entire series was totally up to me, I was able to do a bunch of research which allowed me to jot down a bunch of design ideas as well as content. The only “deviation” I would consider would be to take out the mint color altogether. This client was a “high end” restaurant and I believe that the more plain and solid, it would be able to read “high end” much better.
* **Craftsmanship and Attention to Detail**
  + - * Backgrounds

When designing images without text, it is extremely important to create the correct flow so the design is read properly. Regardless if the design is meant for digital or print, the readability and especially attention to detail is pertinent to get the story across properly.

* + - * Business Logo

I feel as if the biggest detail I had to pay attention to was to make sure the “E” and “Z” were properly lined up with the lightning bolt in between them to ensure the design is read properly. This design is very simple, so the attention to detail is almost more important than anything when a design is as simple as this one.

* + - * Omnia Bloom Design

When it comes to this particular design, of course the image is important, but I paid close attention to the details of the typography within this design. Different text effects were used in this process to make sure the readability of the text was clear and legible.

* + - * Post Malone Typographic Portrait

If there’s any project that absolutely screams attention to detail, it’s this one. Considering the minute details such as the curls in his hair and especially the face tattoos, focus and skills both played a huge part in executing the clarity of this portrait properly.

* + - * Amethyst Bay

I’m very aware of the clarity of images when it comes to something like this project. This assignment was specifically created as a magazine ad, so this will most likely be printed within a magazine. The most important thing for print is that all elements have the correct resolution for print as well as the readability so the audience is able to understand the message.

* + - * Lil Guppies
        + For this final presentation, I wanted to make sure it look completed and polished as if I would be presenting it to a client. I did this by creating a full cover page as well as an ending page as if the presentation would be presented in book form to the client. For the back page, I made sure to incorporate the “watermark” of the splashes to tie it all together. I like my ideas and designs to be “different” and a little out of the box and not something you would expect to see. I very much so focus on attention to detail so that everything looks crisp and deliberate rather than messy and thrown together.
      * TOWN
        + Just as mentioned above for Lil Guppies, I wanted this series to be as completed as possible as if I were printing and presenting to the client. I would like the resolution of each image to look more crisp than they are, but that would be something I would have to use my set of skills in a program to make cleaner images. Otherwise, I feel as if everything within the series is cohesive and readable for its audience.