

INTRO TO CREATIVE MEDIA DESIGN

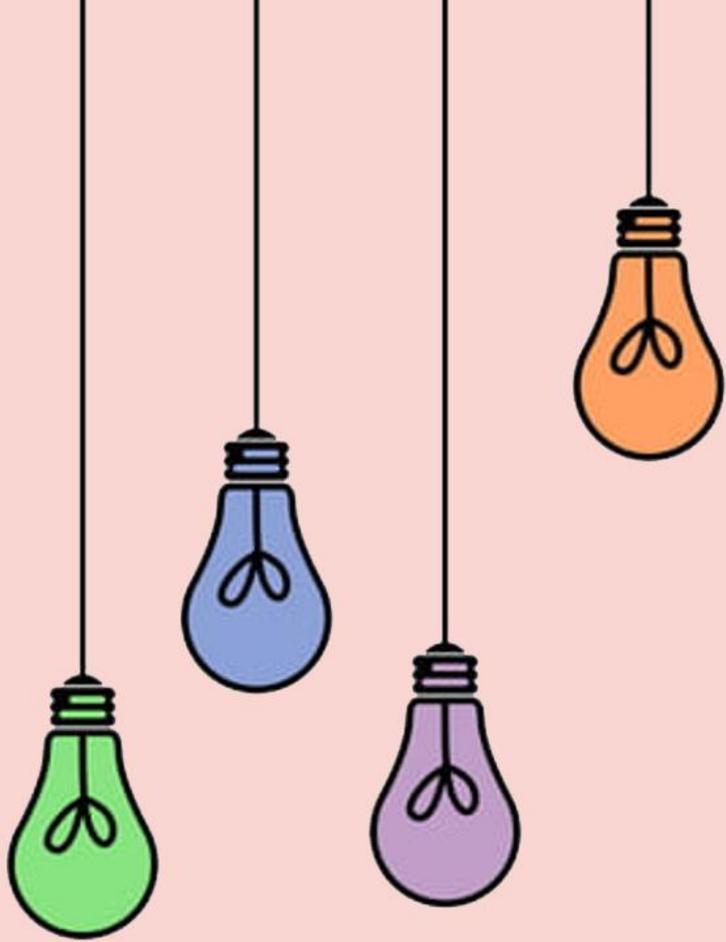
PROJECT 1

SELF-PROMO POSTER

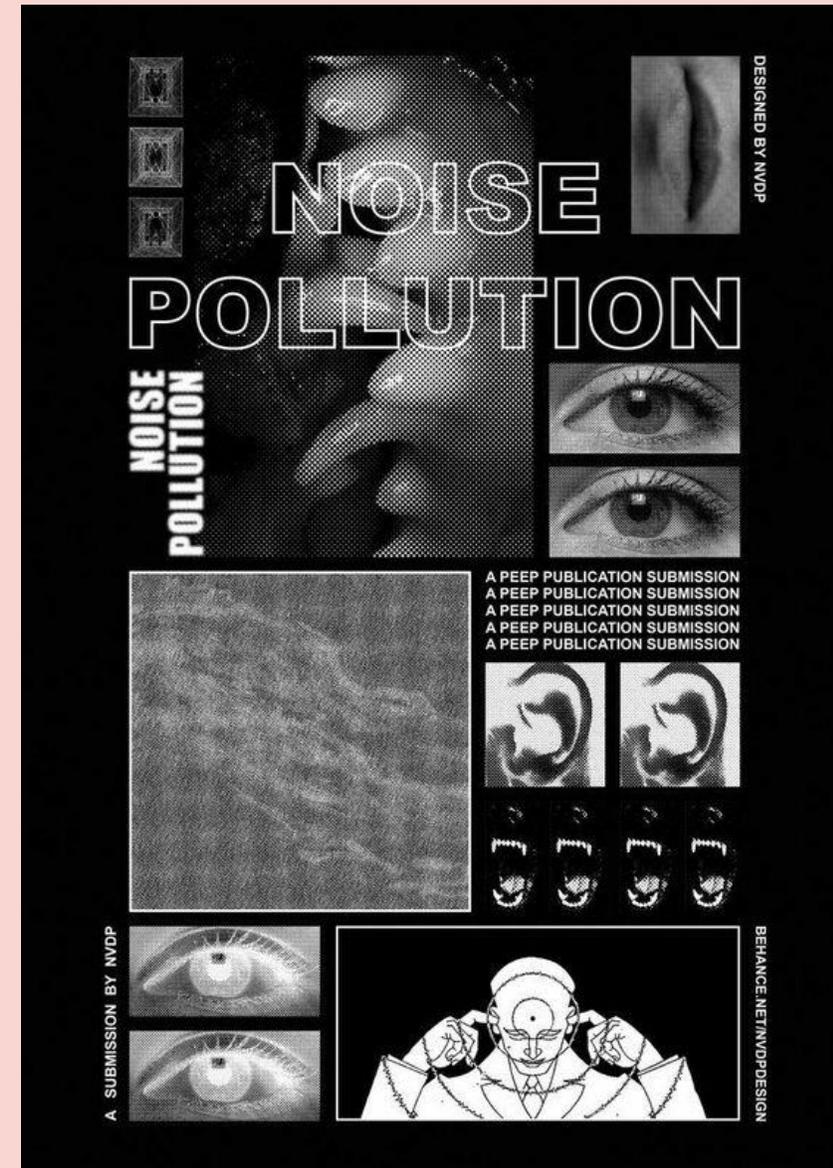
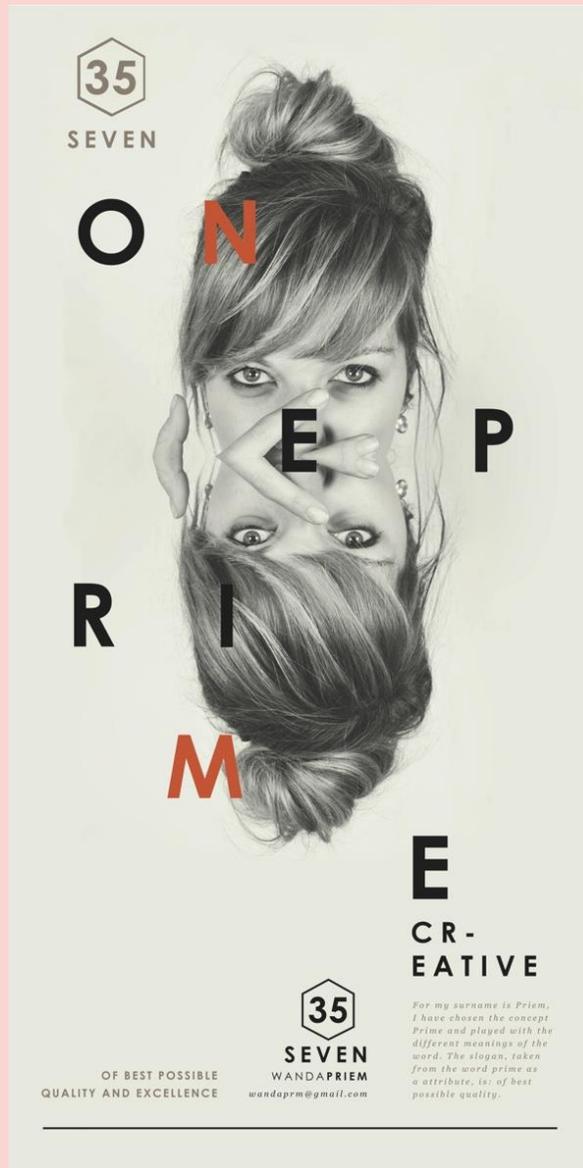
TAN YI YUN 0345559
FOUNDATION IN DESIGN

Information and Target Audience

I am a young budding artist who loves to express myself through art. I have some experience with the medium of pencils, pigment pens, colour pencils, acrylic, watercolours, markers and digital art. Through this self-promo poster, I would like to promote my passion of art using a combination of graphic elements and music. My target audience includes those who are interested in my arts and also artists who would like to collaborate.



INSPIRATION

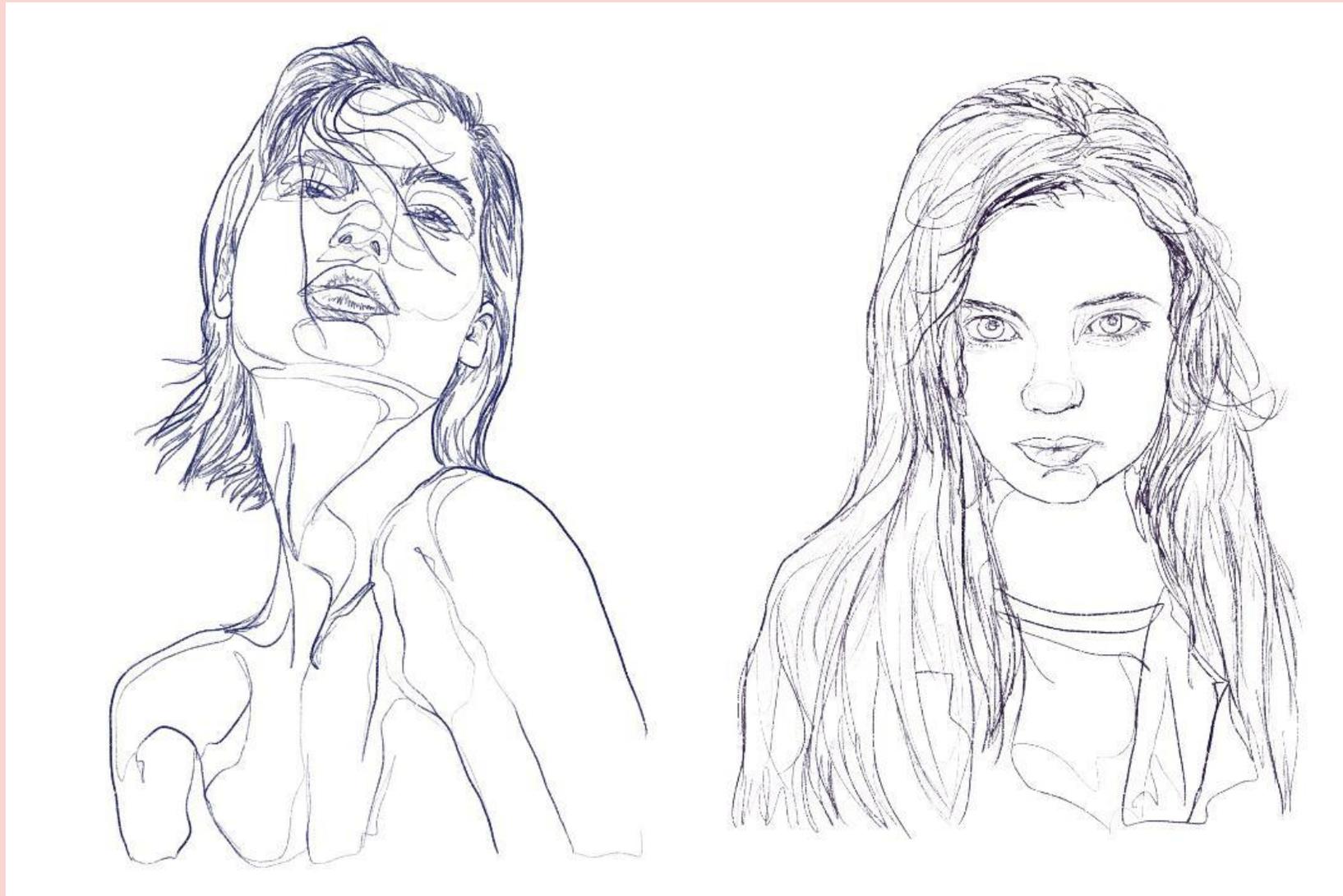


Reference posters : The interesting composition of the text and images catch the viewers' attention.



Reference posters : The typography is the main element in both posters.

One-line Art

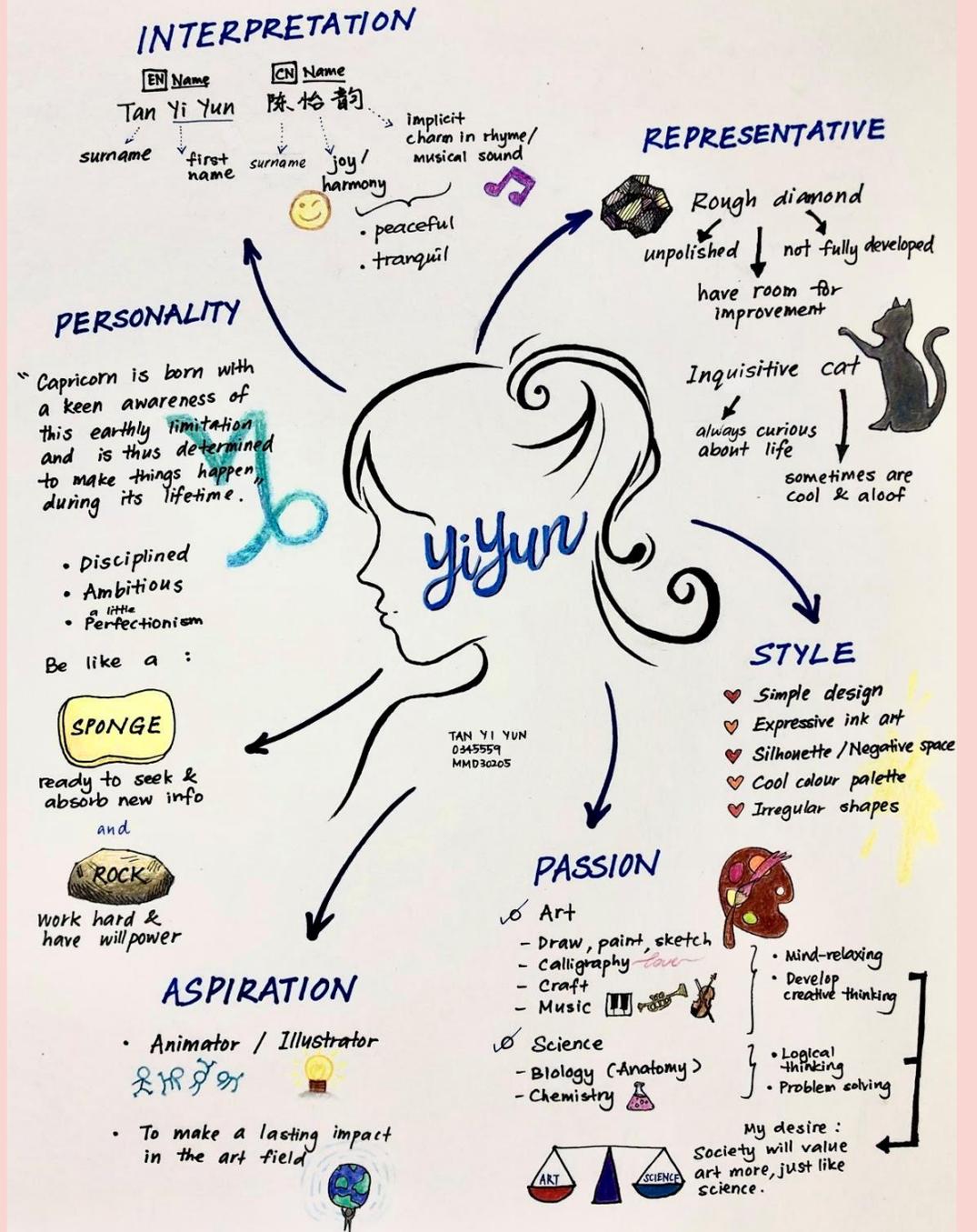


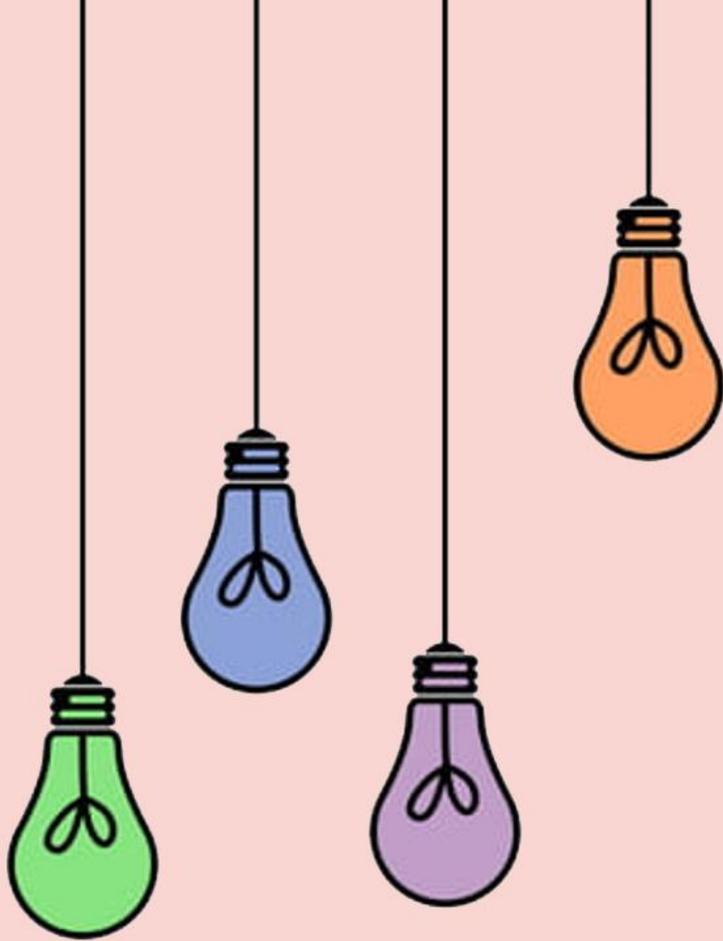
The inspiration is taken from my previous project.

MINDMAP

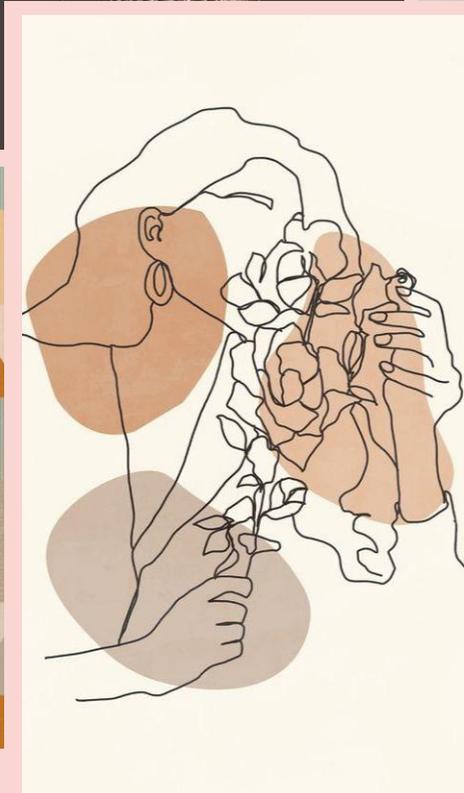
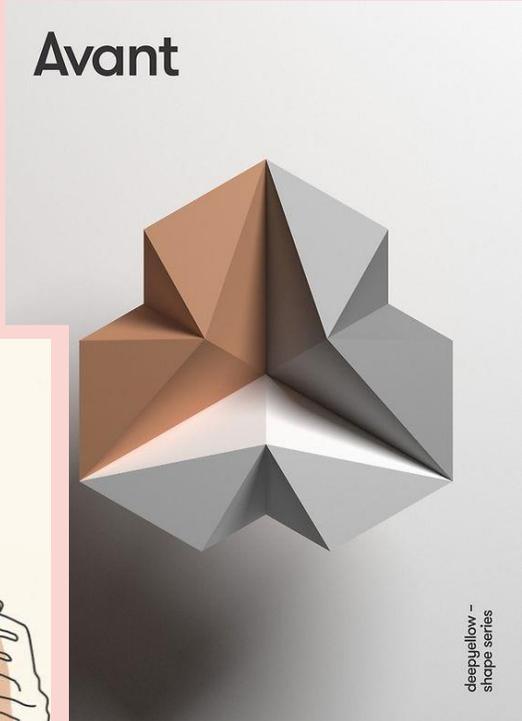
Self-expression

The mind map helps me to translate my inner thoughts into visuals which show my personality and style. In short, I am an art lover who loves drawing, crafting and music, which is the reason why I pursue my study in art field.





MOOD BOARD

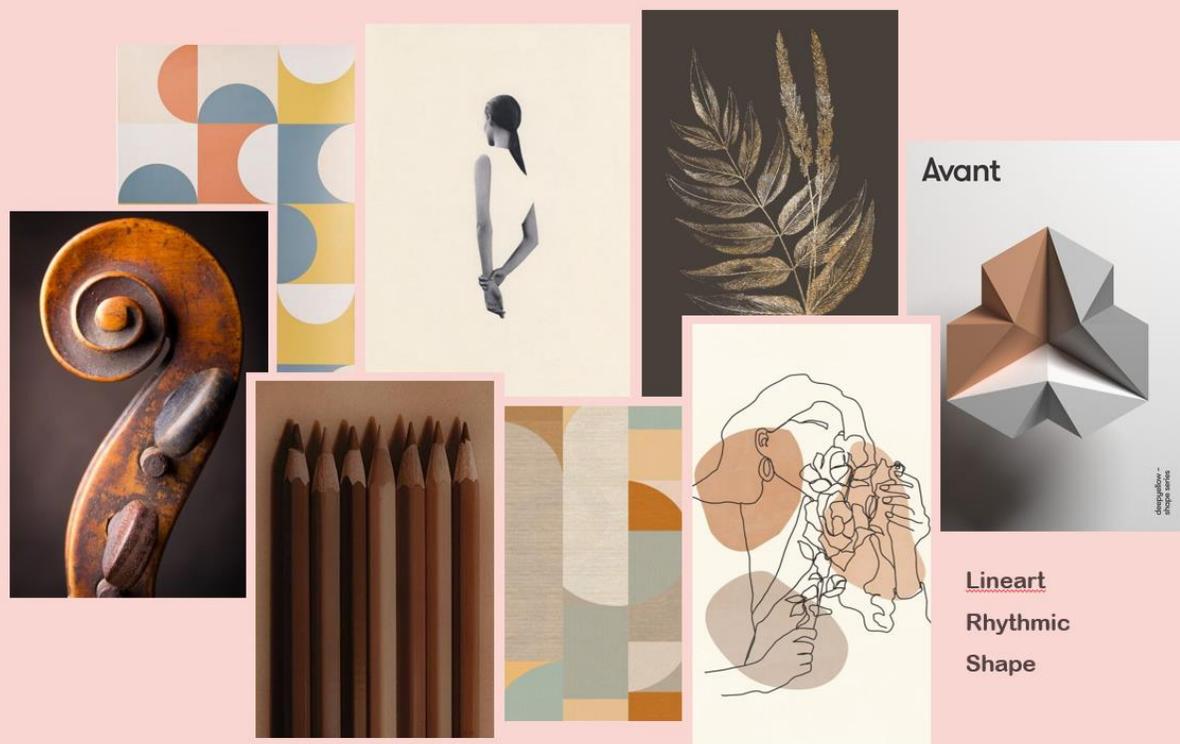


Avant

deepyellow -
shape series

Lineart
Rhythmic
Shape

Implication



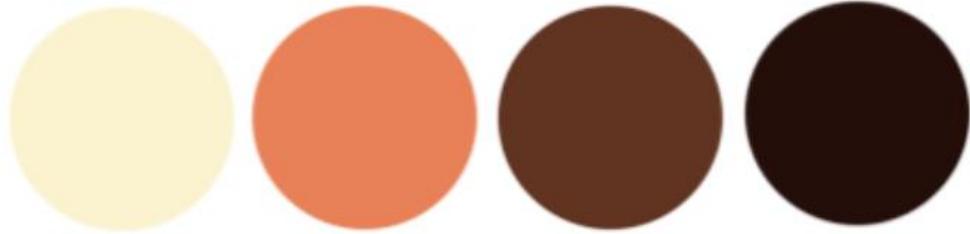
Violin is the instrument that I am learning at the moment, so I include a part of the violin, which is called a scroll into the mood board. A scroll is the decorative part of the violin and it showcases the skills of a luthier. I would like to demonstrate my design sense through my art just like the luthier.

The colour pencils represent my strength in designing and also highlight my passion for art since it is one of the earliest mediums I used to draw. The geometrical shapes and organic lines are the basic elements of design shapes, which is the reason why I would like to include that in my poster to further highlighting the theme of art.

The one-line art could be the main component to combine all the elements above.

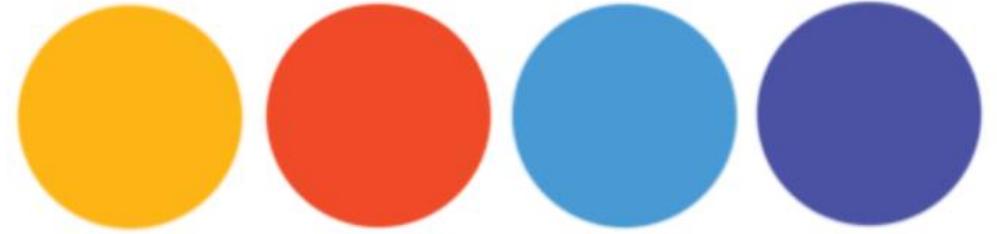
Colour Palette

Brown beige



These are the colours taken from my logo. It is a palette that give people a feeling of calmness. The less saturated earthy tones also associate with the feeling of neutral and reliable.

Primary colour



I would like to use more vibrant colours to make a contrast with the brown beige palette. Primary colours are the best choice to represent my energy and passion in art. It also makes the poster looks more interesting.

Rhythmic graphic elements



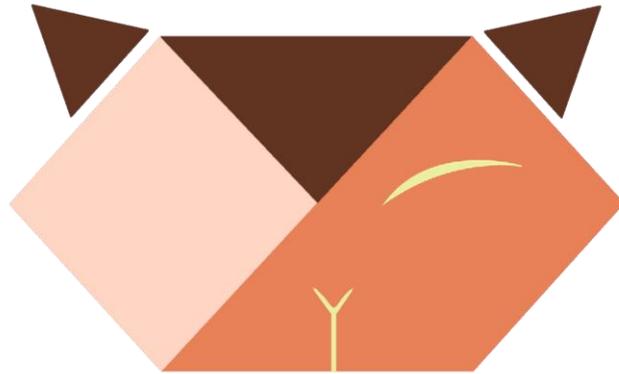
Element #1



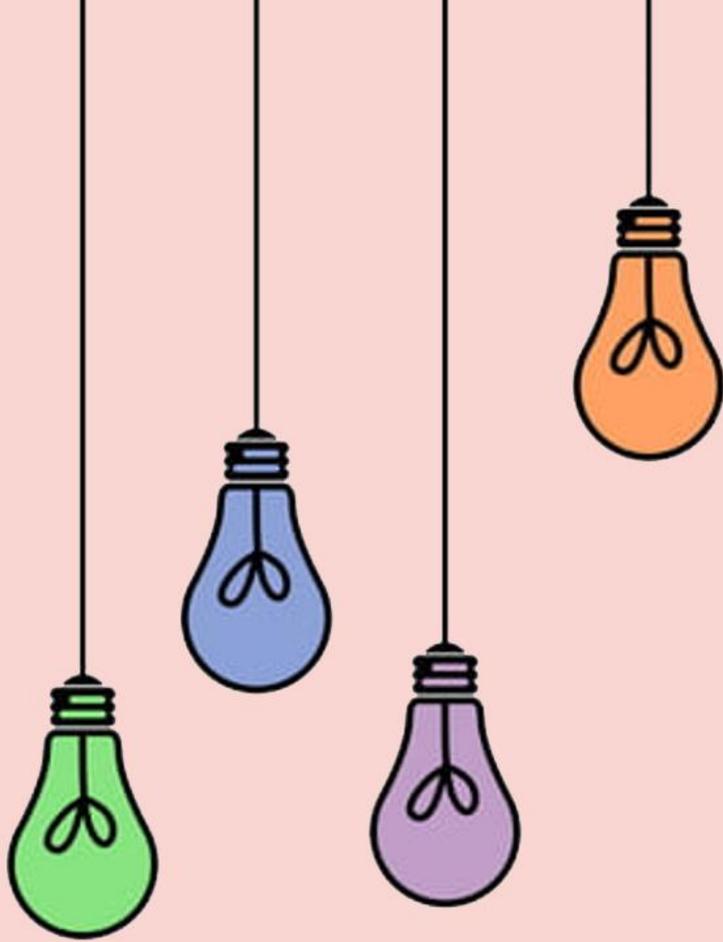
Element #2

The rhythmic graphic patterns are the combination of music (rhythm) and design (shape). I decided to use rounded edges of shapes because it is more pleasing to the eyes and they suits my lineart.

Logo Design



YYUN DESIGN

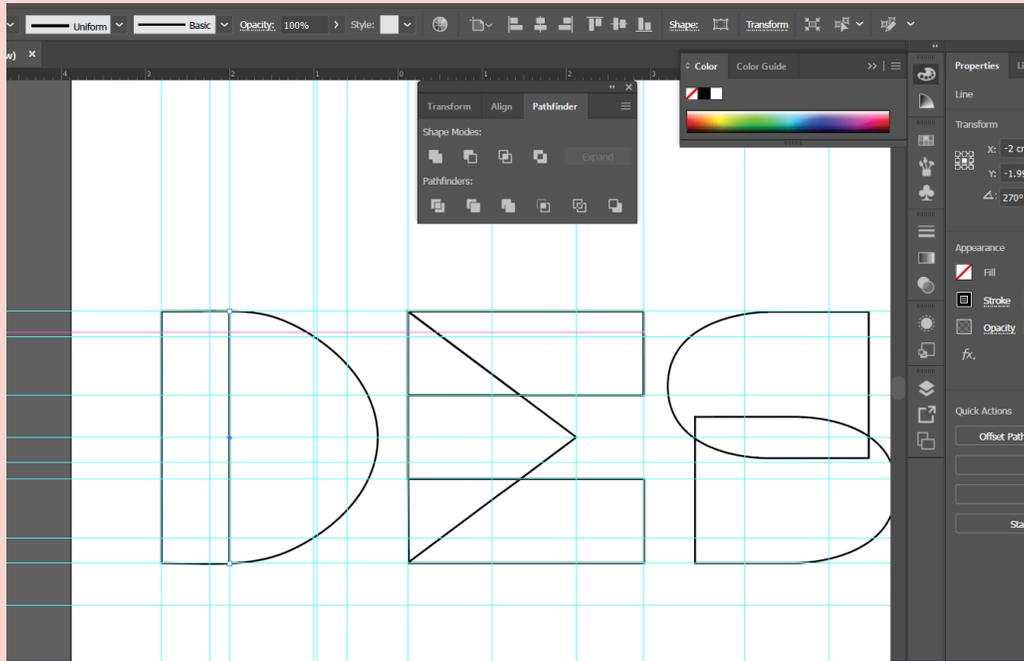


DESIGN PROCESS

Sketches



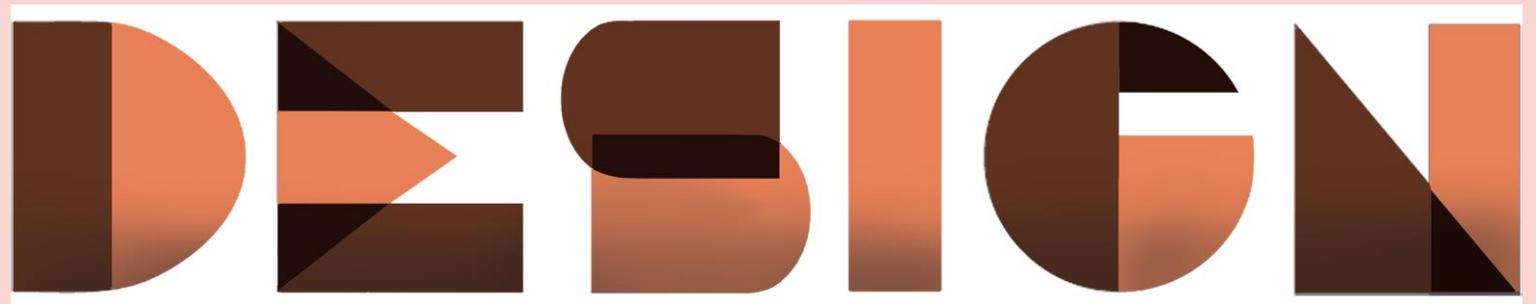
Rough sketches to play with the composition and layout design.



“DESIGN”

The use of Adobe Illustrator to create the geometric text of “DESIGN”.

Shadow is then added in Adobe Photoshop. The final outcome follows the colours of my logo.



Draft

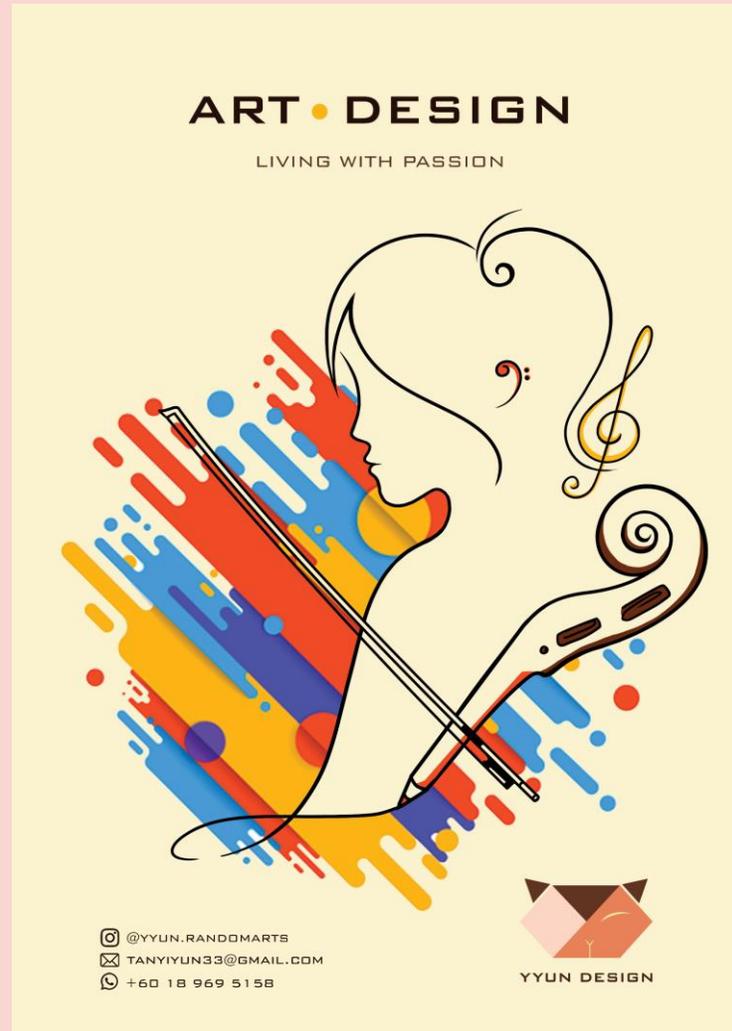


The position of the girl is similar as the one in mind map. The scroll, one of the most beautiful part of violin is placed at the right, gradually forming a colour pencil and the lines it creates link to the main element — me, the girl with a ponytail facing to left. The background will be decorated with rhythmic elements that indicates the combination of art and music.

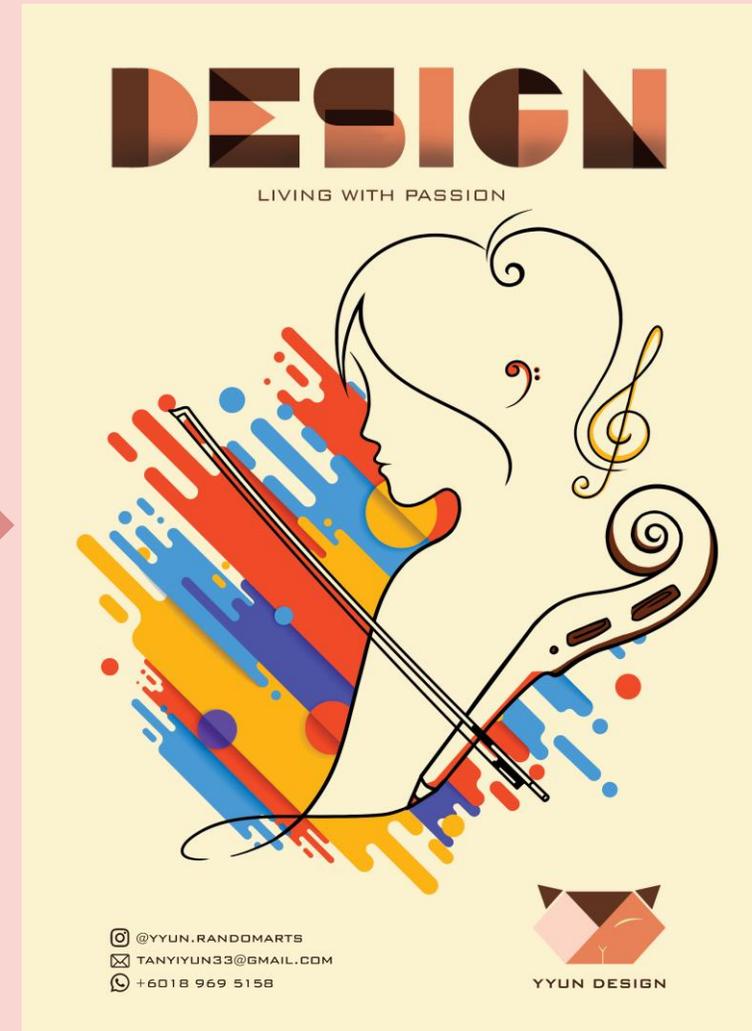
LINEART



COMPOSITION

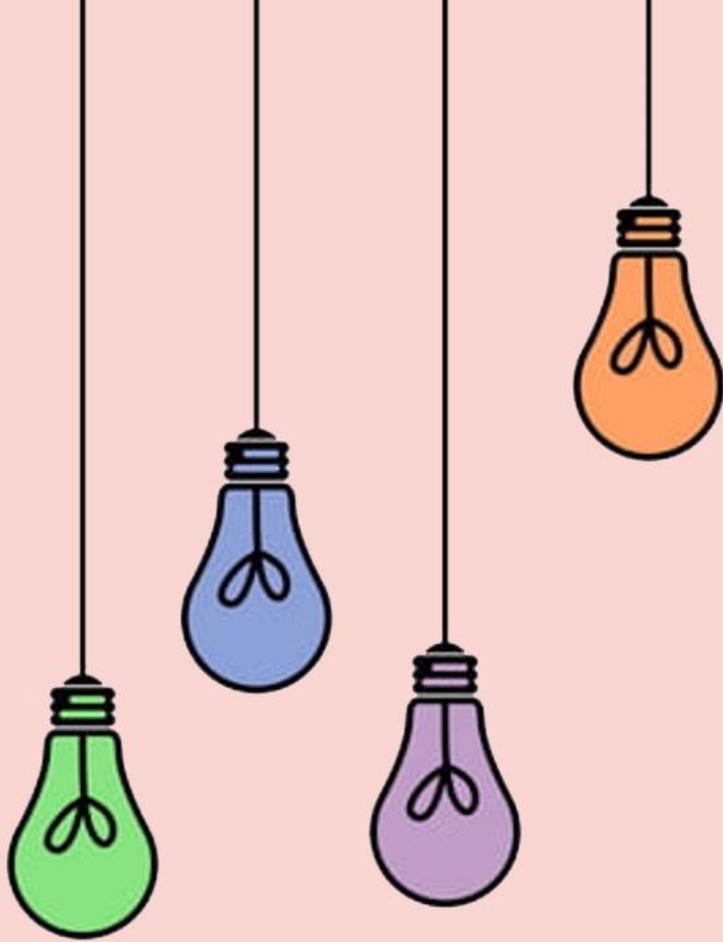


FINALISATION



Title and tagline, graphic elements, line art, and logo were added and aligned properly.

Improvements were made after every consultation session.



FINAL OUTCOME

DESIGN

LIVING WITH PASSION



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YYUN DESIGN