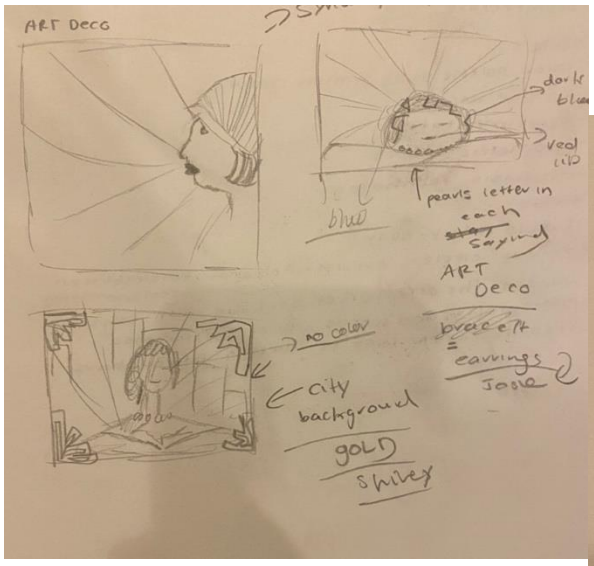
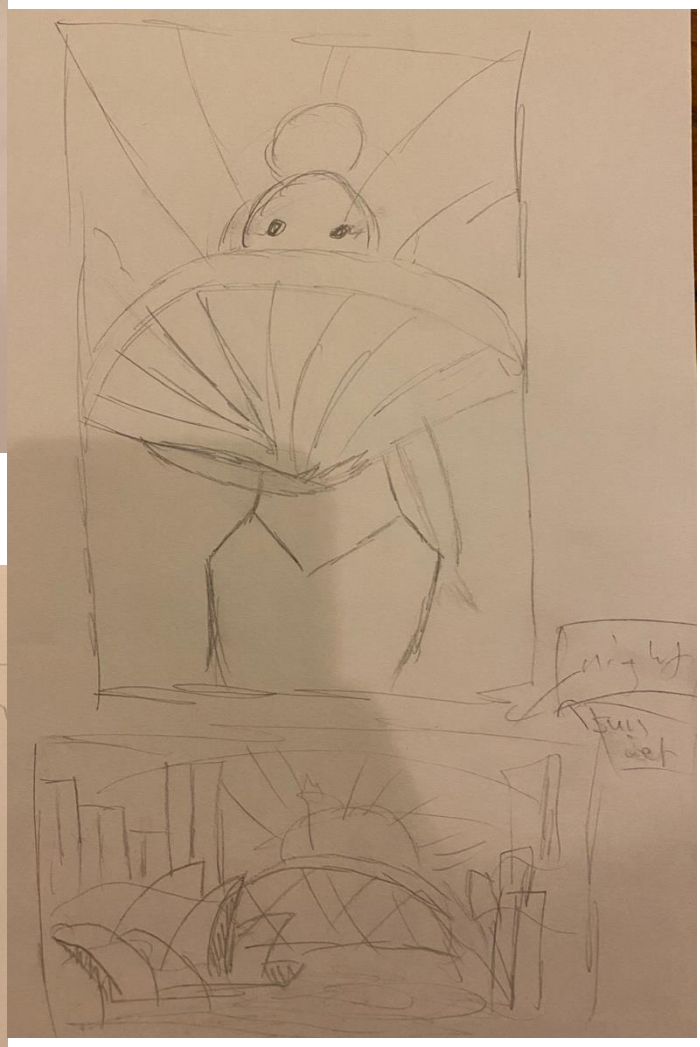
Post card Designs

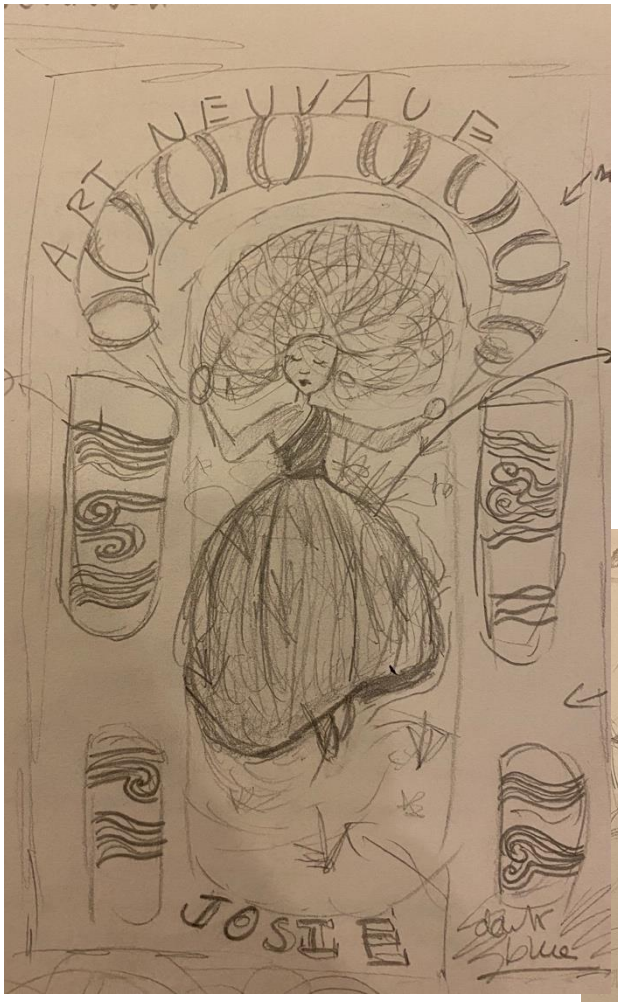
Josephine Sander

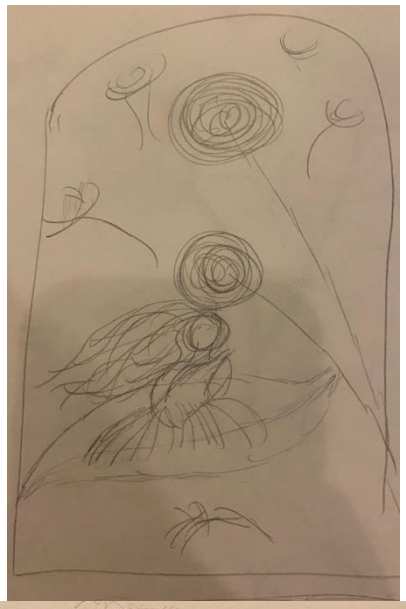
Art Deco - Thumbnail sketches

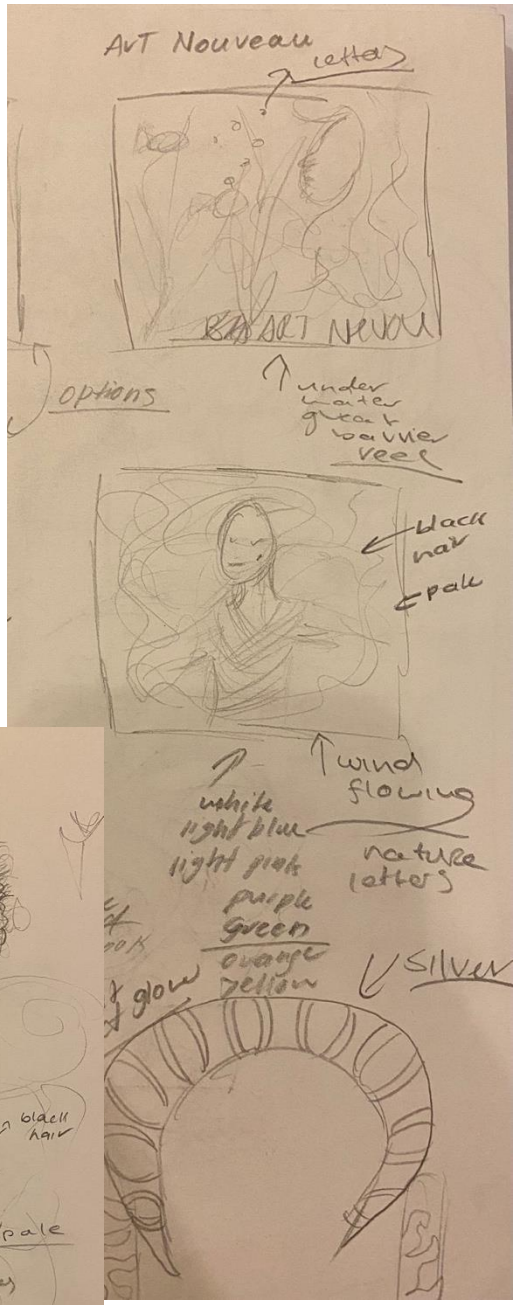


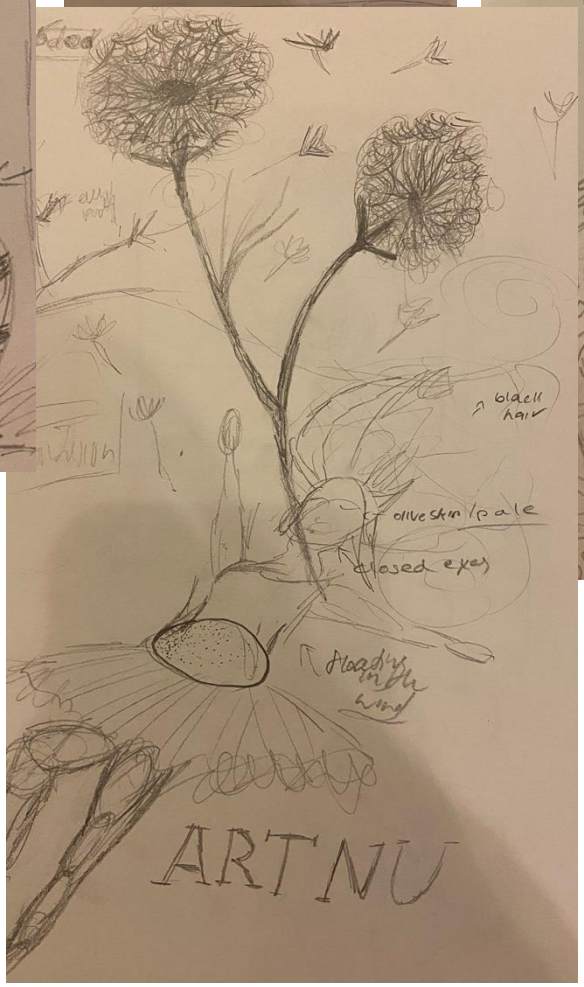


Art Nouveau – Thumbnail sketches

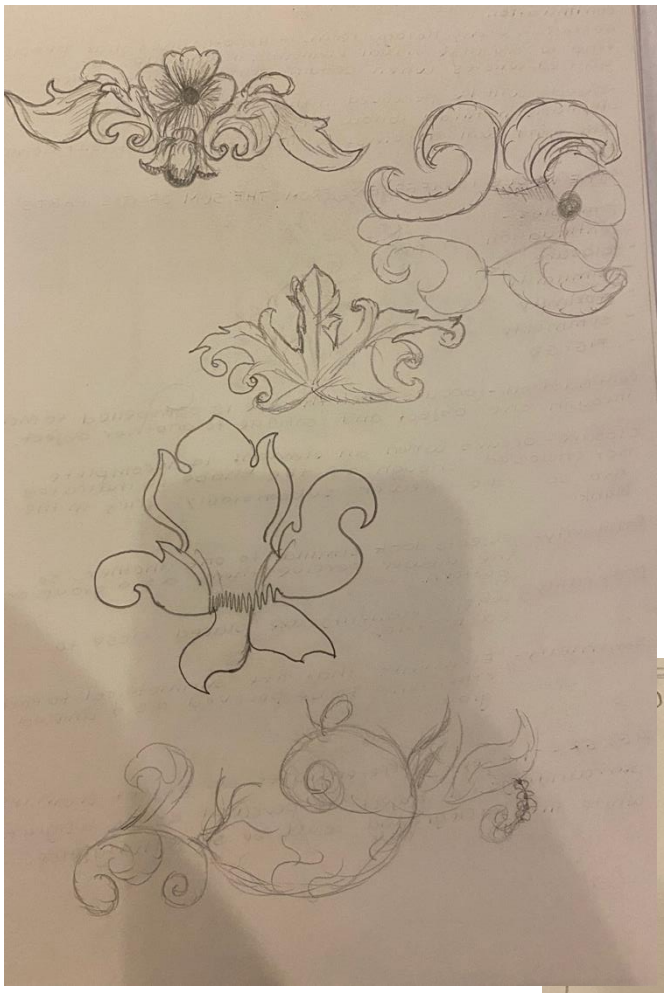


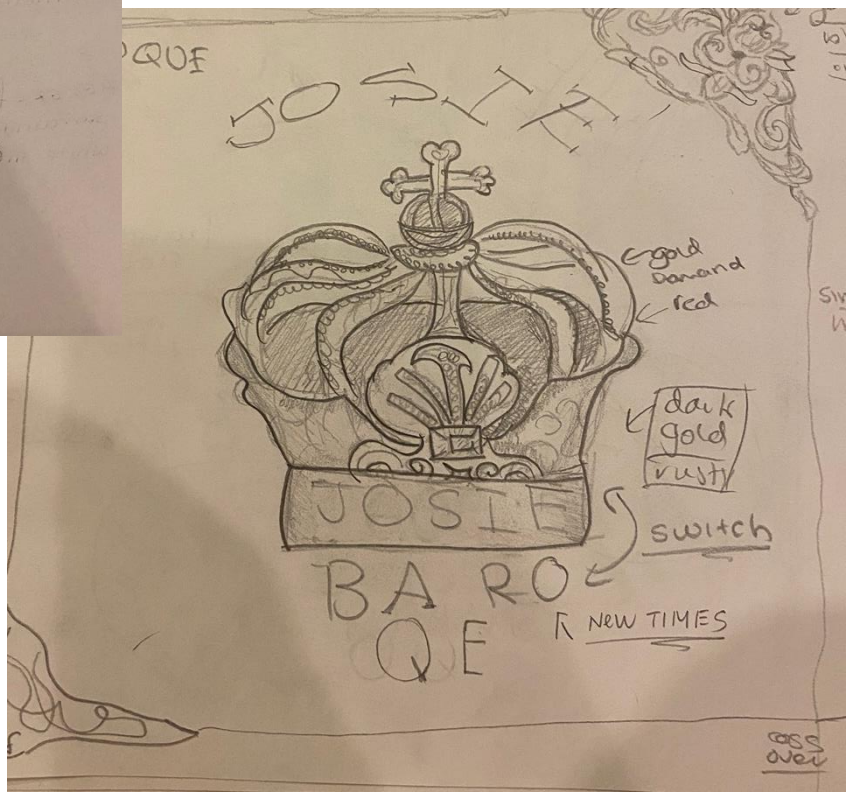




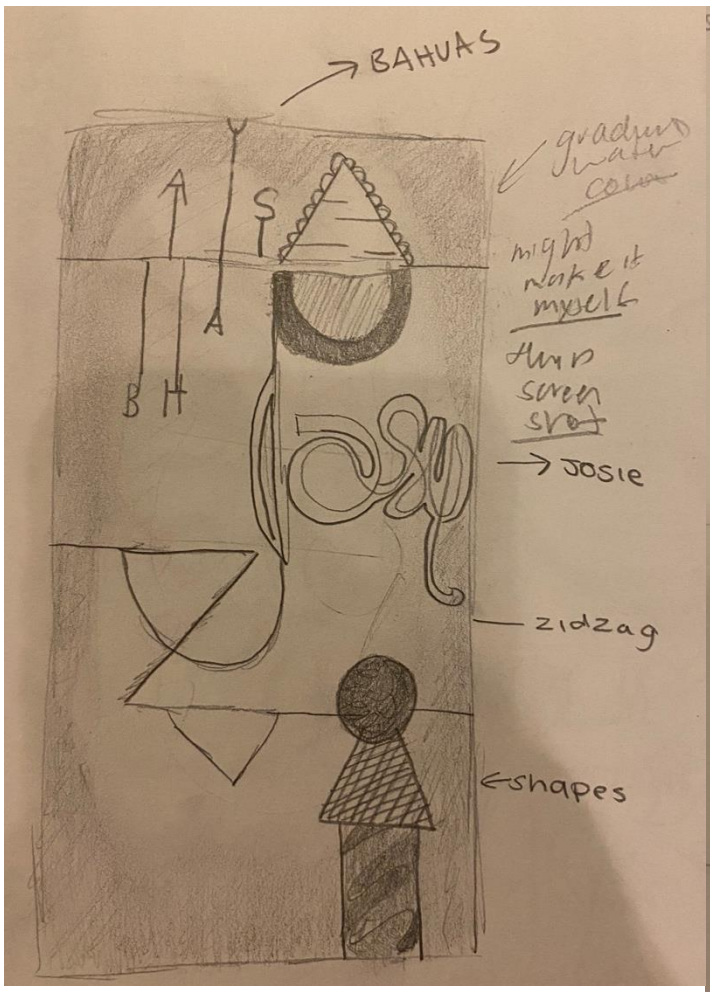


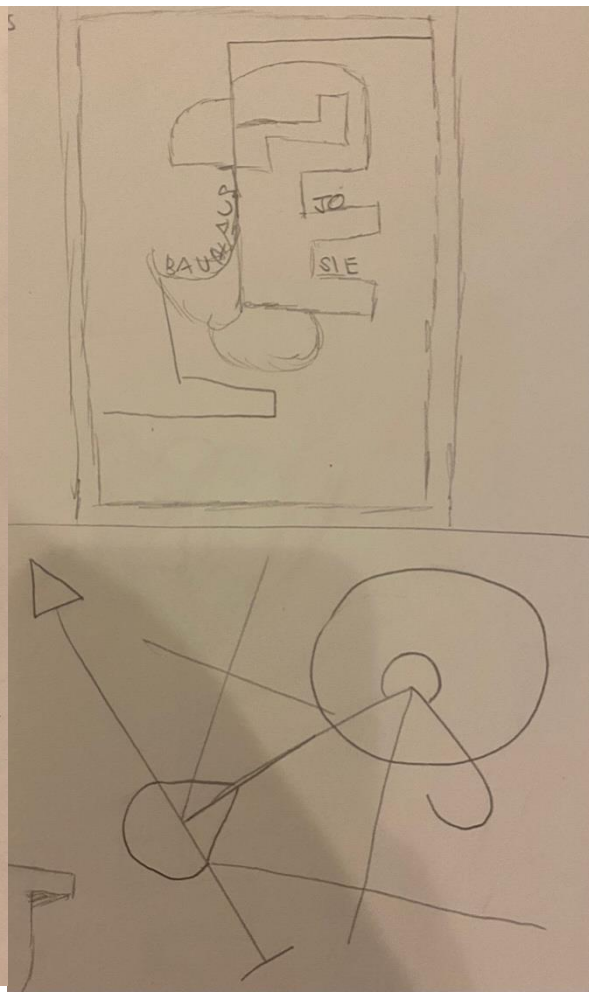
Baroque- Thumbnail sketches

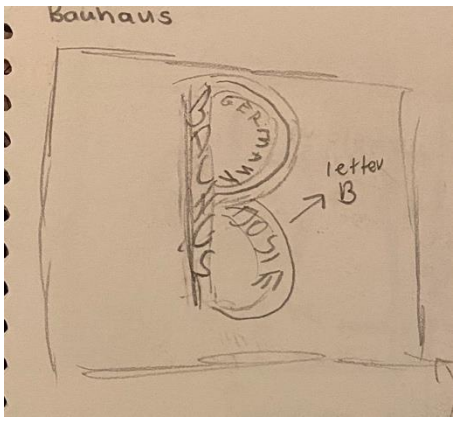


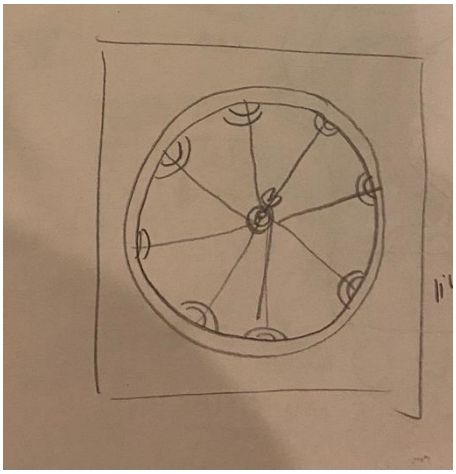


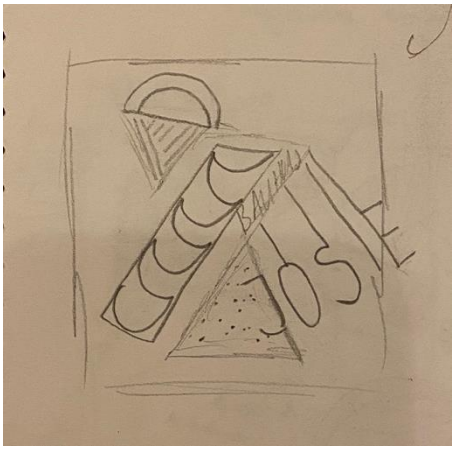
Bauhaus – Thumbnail sketches



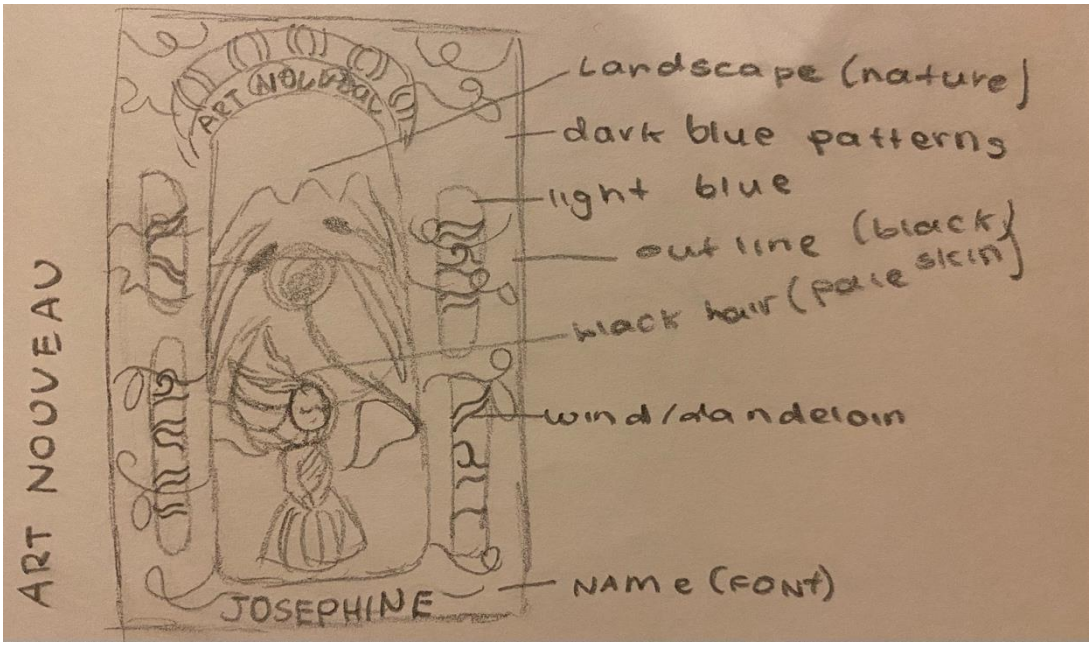


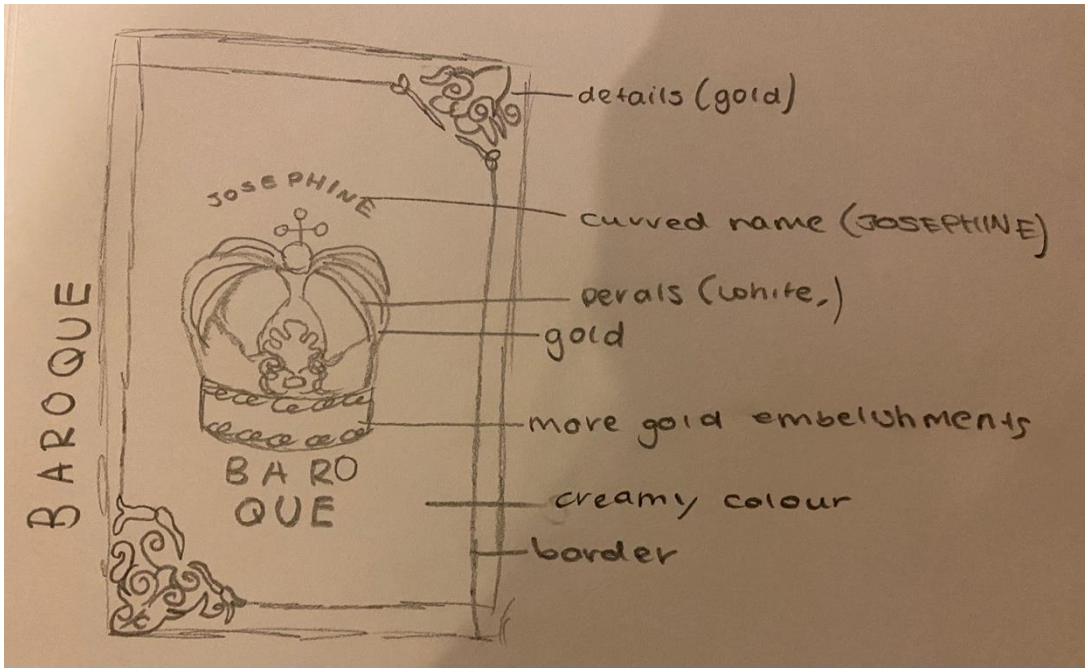






Final Sketches

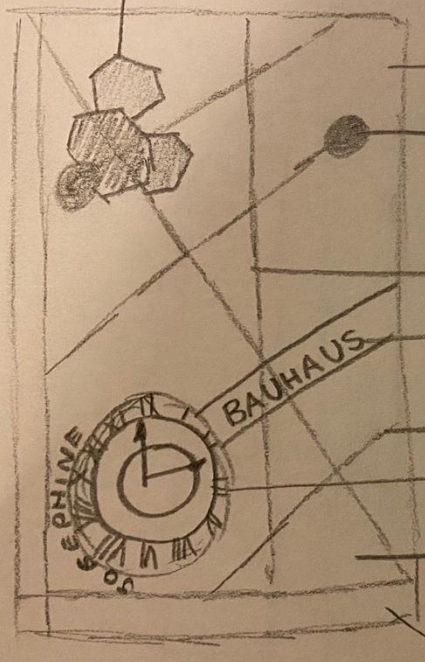




ART DECO

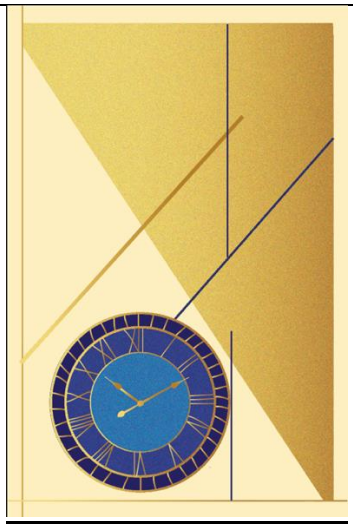
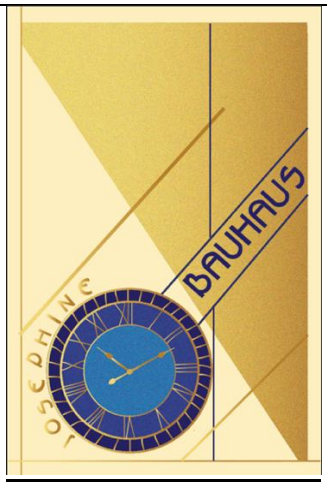
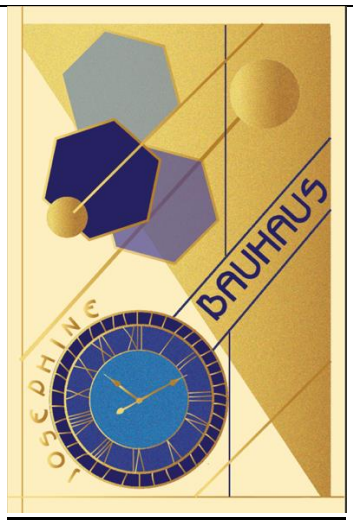
rays (opacitty)
gradient sunset
purple/gold colour scheme
dark blue
wasp = water
gold outlines (text)

BAUHAUS

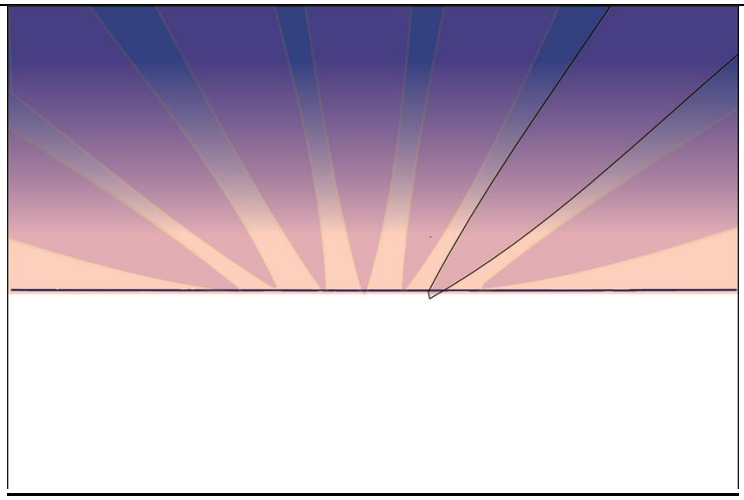


various shades of blue
gold effect grain
gold (grain)
dark blue
thick dark blue
gold
gold outline
creamy background
No colour simple line

Bauhaus - Illustrator Progress

days	Progress	documentation
1		I wanted to incorporate different shades of blue whilst including gold finishings. I have applied a grain effect to the clock, this gives my design texture and roughness. The lines that are present throughout the design were a challenge to create. The task gave me skills in using the grain effect.
2		I have now incorporated the text. This process was quite tedious when placing the letters around the clock evenly. However, I am happy with the progress.
3		Finally, I decided I needed to incorporate more geometric shapes for this design to communicate Bauhaus. So I have included hexagons of differing shades of blue, to complement the clock.

Art Deco – Illustrator Progress

days	Progress	Documentation
1		When beginning this design, I wanted to incorporate a gradient and having “rays of lights” on display. The task has enabled me to use the gradient tool.
2		Next, I decided on having a landscape consisting of harbour bridge and the Sydney Opera House, outlined in gold. I had to individually add little squares of pink and yellow to resemble lights which was a tedious job, but I believe worth it in the end.
3		When finalising this design, I added the title of Art Deco and my name. I then proceeded to reflect the original image and warping the image to create the illusion of water. The final step I did was add corner details to tie in the whole image.

Art Nouveau- Illustrator Progress

Days	Progress	Documentation
1		When beginning this design, I wanted to create a technical background. I started looking at leaves, then created one design which I reflected and repeated to create this pattern.
2		Next, I added the layout of shapes I wanted to set out within the postcard. I then proceeded to add a landscape with a pond and a young girl with long black hair flowing in the wind.
3		When finalising my design, I added more dandelion stems and petals to create the illusion of the flower petals blowing in the wind by incorporating their presence outside the border shapes. I then proceeded to add the name of the style as well as my name to the design.

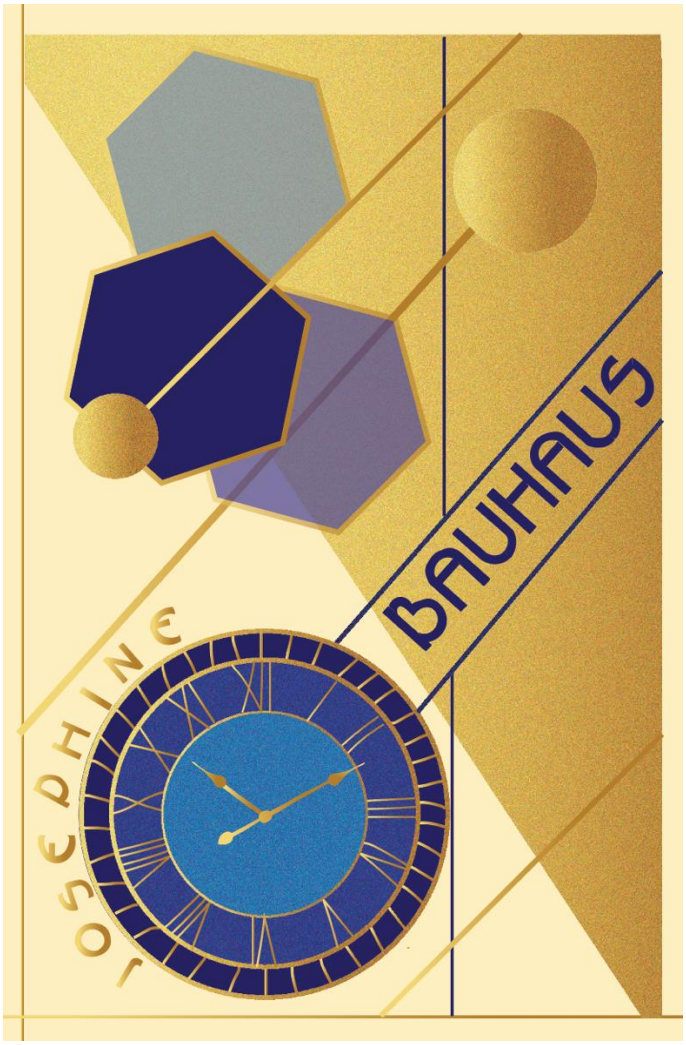
Baroque – Illustrator Progress

Days	Progress	Documentation
1		For this design I wanted to create a crown that had gold accents on it. To create this gold colour, I made a gradient which I have used throughout my design.
2		I then added a border to my design including an accent detail on the top right and bottom left corner. I decided not to add it on all four to avoid crowding.
3		When finalising my final design, I wanted to add further detail to make the crown look more realistic and authentic. I did this by added pears which were white circles with the inflate effect. I'm very happy and proud of the outcome of this design due to the time and effort it took.

Justifications:

Desgins

Bauhaus - Justification



Bauhaus design history consists of geometric shapes and primary colours in a minimalistic layout. In my Bauhaus design, I used geometric shapes like circles and hexagons to stay true to the historical style. I believe the colours I've chosen are similar to those used in previous Bauhaus designs, such as blue and yellow. However, I wanted to make a design that suited my aesthetic. I wanted it to be elegant while still evoking the Bauhaus aesthetic of simplicity. That is why I used gold to outline the geometric shapes to make them stand out and contrast against the various shades of blue. I've also used the grain effect in my design's larger elements to create texture while also using with the standard 2D shapes. I incorporated both the design name and my name by colouring the text in two different colours, creating contrast on the different backgrounds to draw the viewer's eye. In doing so, I believe my design successfully communicates the traditional Bauhaus style while remaining adaptable to my own aesthetic.

Art Deco - Justification

The historical Art Deco style is distinguished by geometric shapes, thick-stroked typography, lots of unused space, and chevron patterns. I used geometric shapes to incorporate the simplistic style into my own design, as evidenced by the rays of light, which were inspired by several previous art deco designs. The colour scheme of purple and dark blue with hints of gold throughout conveys the elegance style I was wanting to achieve. The outer glow effect was used throughout the design to help the elements stand out and create a focal point for the viewer. The design name, as well as mine, has been included in a traditional Art Deco font and is contrasted against the background, which is a gradient creating the illusion of a sunset. I believe my design is successful in conveying the traditional elements required for an art deco, as well as staying true to the glamourous style using the glow effect and gold accents.

Art Nouveau - Justification

The historical Art Nouveau style consists of bold outlines and flat hand illustrated type faces. The design aesthetic consists of curves found in nature, hinting at its whimsical and feminine personas. My design incorporates a natural sighting, such as a lake. I used the stroke tool to draw outlines on all of the shapes, including the young lady. I wanted to convey the complex style communicated in previous art nouveau designs. The background design communicates nature's curves while remaining true to the original elements required for art nouveau. The design name and my own name are written in a font that I believe is appropriate for the design style. I've used symmetrical balance throughout the layout of the design to draw the viewer's attention to the focal point, which is a nature scene. Through the use of bold outlines and hand illustrated typefaces, I believe my design successfully communicates the art nouveau style.

Baroque - Justification

The historical Baroque style implements contrast, movement, exuberant detail and deep colour. My own design is a gold crown with intricate embellishments. This links back to the historical characteristics and elements of Baroque. I used deep colour in the crown by using red fabric with a textured effect similar to velvet fabric. I've added a border around the design, with corner pieces that link back to the embellishments on the crown. By placing it in the centre, I made the crown the focal point of the design. Both the design and my own name are written in a regal and elegant font. The exceptional detail in the crown communicates elegance and the wealth associated with royalty while also creating contrast through the dark red velvet tones against the gold yellow crown. I believe my design successfully meets the criteria for Baroque.

Self-Evaluation

It was difficult for me to manage my time while producing my work. I found it easy to finish my first and second designs on time, but when I was designing my third, I found myself changing my idea several times because I didn't like how it turned out. However, now that all four of my designs are completed, I am pleased with the overall quality of all four. I believe I was efficient in using thumbnail sketches to get my thoughts and ideas for a design on paper when planning. After I finished my thumbnail sketches, I created a final sketch in which I labelled what colours I might use as well as where and how each item would be placed. One of the most difficult challenges I faced while creating my work was constantly changing my ideas. I found myself being quite stubborn when it comes to developing the designs in illustrator and tend to restart the entire process all over again. This was the most difficult challenge in the creation of my work. The skills and knowledge gained from this experience, however, have enabled a better understanding of how to apply design principles and elements in my work as well as the different styles. I've discovered that I'm competent at navigating Illustrator, as well as using keyboard shortcuts. I believe the designs I've created effectively communicate the characteristics of each design. I believe that by incorporating a variety of design principles and elements from various styles, I was successful in conveying my message. If I were to repeat this experience, I would plan out the tasks I need to complete more effeciently, as I found myself running out of time while attempting to complete this assessment. One aspect of this assessment that I enjoyed was the ability to create my own unique designs, inspired by the four selected styles, which I am very pleased with. The ability to express myself through my work is something I have enjoyed about graphic design and would like to pursue further. Exploring the historical origins of all the styles and graphic designers who have been significant in their respective fields has been very interesting, enjoyable and worthwhile. After completing this assessment, I was able to determine my design style, as well as experiment with different styles that have personally inspired me.