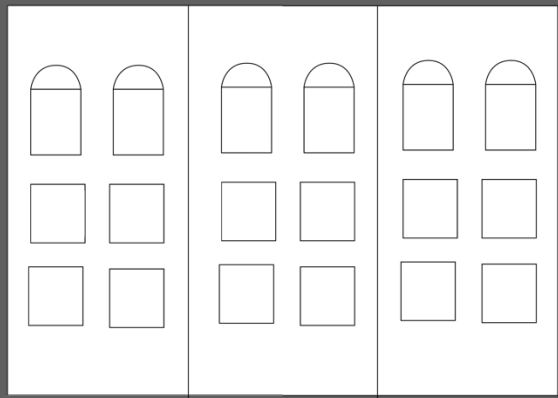
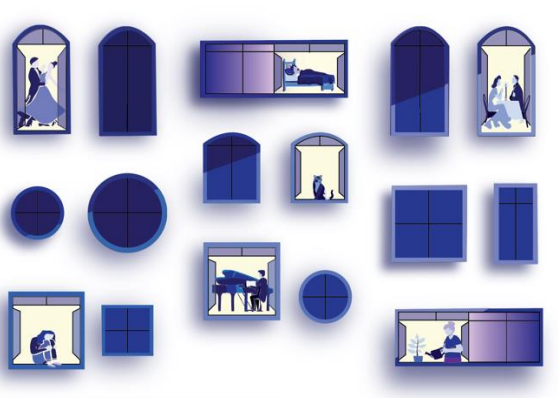



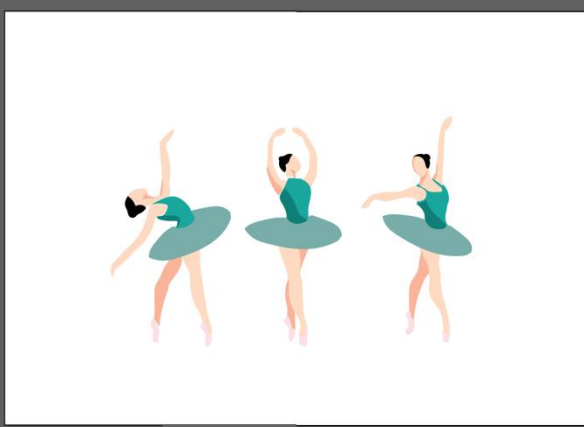



*Visual  
Process Diary*  
Josephine Sander

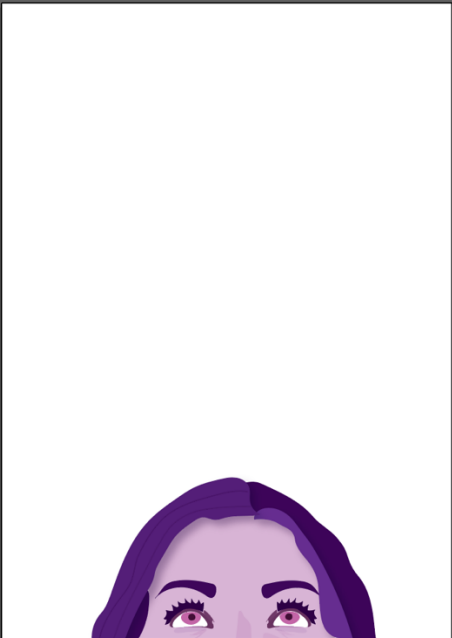

# Design 1- Illustrator Progress

<i>days</i>	<i>Progress</i>	<i>documentation</i>
1		<p>For when starting the design, the first thing I did was map out where the windows were going to go and the whole setup of the design. Tools used were the shape tool.</p>
2		<p>From here I decided on the colour of the windows and decided which window was going to be allocated a scene or not I also added gradients as well as drop shadows to show depth and form. Tools used where the gradient tool, the shape tool, drop shadow tool and the brush tool.</p>
3		<p>Towards the end of creating the first design I added the essence of moon light which allowed me to experiment with different shades of blues to create a mood of night-time. Tools used where the opacity tool and the shape tool.</p>




# Design 2- Illustrator Progress

<i>days</i>	<i>Progress</i>	<i>Documentation</i>
<b>1</b>	 Three ballerinas in green tutus are shown in different poses: one leaning back, one with arms raised, and one with one arm raised and the other extended. They are on a plain white background.	<p>In this design I started sketching using the pencil tool of how I wanted the ballerina to look with the inspiration of ballerina poses. Then I went in with the brush tool to create shading as well as colour. Tools used were the brush and opacity tool.</p>
<b>2</b>	 The three ballerinas from the previous day are now on a stage. They are surrounded by spotlights and their shadows are cast on the floor behind them, creating a sense of depth and movement.	<p>Towards the end of the design, I had the idea of having an effect of where you could see the ballerina move into each pose as well as spotlights and colour to the final design. Tools used were the selection tool and the opacity tool.</p>

# Design 3- Illustrator Progress

Days	Progress	Documentation
1		<p>In the beginning of making this design I started with drawing the lady with the influence of the inspiration mood board. Once I had her face figured out, I decided to make it purple with different shades, because I thought it would be more unique than just having a normal face. The tools used were the brush and pencil tool as well as the opacity tool/</p>
2		<p>Towards the end of the design, I decided to make her balance books on her head with words depicting the pressures we all face in the world. Each book I have made a different colour and the text I made using the same colour scheme but placed on a different book creating contrast. Tools used were the rotating tool and reflection tool.</p>

# Design 4- Illustrator Progress

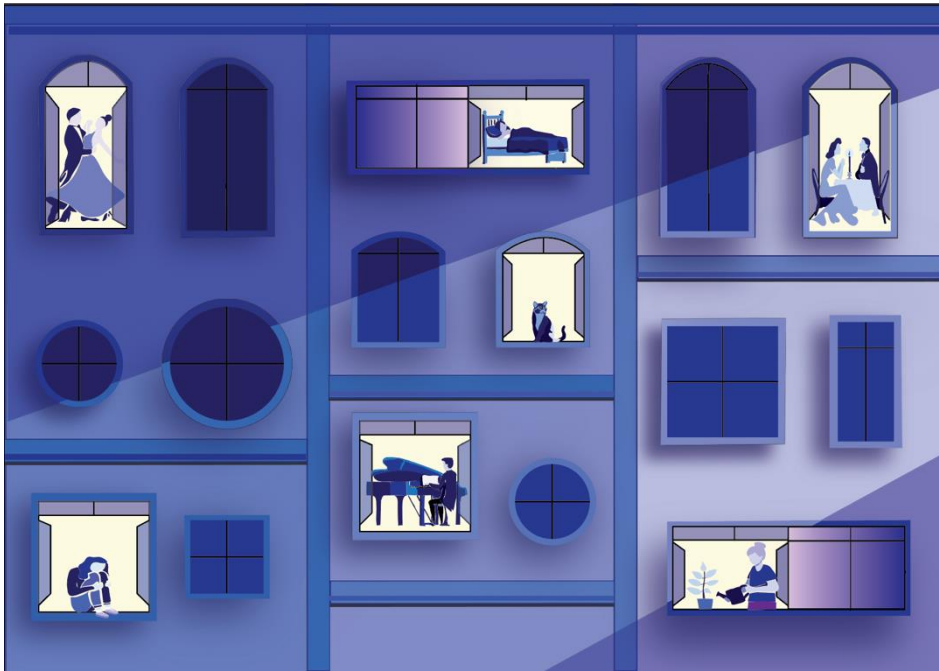
<i>Days</i>	<i>Progress</i>	<i>Documentation</i>
1		For this design in Photoshop I used the image of a perfume bottle and centered it in the middle as well as placing a yellow background behind it. The techniques and tools learned were the selection tool and the free transform tool.
2		I decided next to add a snake wrapping itself around the bottle and I made sure it was a green snake to add a bit of contrast against the yellow background. The tools used and learned was the selection tool and the eraser tool.
3		Then to brighten the design I added jungle flowers and leaves to appear to the audience that the perfume scent is as fresh and exotic as a "Jungle". The tools learned were the selection tool again and adjusting the layering so each item is in the right place.



*Justifications:*

*Desgins*

# Design 1- Justification



The design which I have created was based on the prompt: use colour and shape to showcase asymmetrical balance. I believe my design communicates the feeling of being able to take a sneak peek at other people's business and the mood which I have tried to create is the mood of surprise. I believe, I have achieved both areas based on the design principles I have used. Through the colours and different shades of blue I have created the essence of night and how the moon light is shining down onto the building creating a shadow. This creates form as I have used the shadows to make the windows stand out and appear 3 dimensional. Using shadows and the layout of the occupied windows, creates the mood of surprise as each window has a different moment frozen in time.

## Design 2- Justification



The design in which I have created follows the prompt, uses space and shape to show unity. I believe my design communicates the feeling of calm and relaxation due to how the dancer has moved to create new poses. The mood in which I have hoped to communicate is freedom. I believe my design is successful in creating these two areas based on the design principles that I have used. In my design I have used form through using a darker shade of green for the outfits as well as a darker shade for her skin. In the background of the design, I have used the opacity tool to create the appearance of how she is moving into each new pose. I have also used balance in my design which makes it visually appealing to the viewer creating the feeling of relaxation and comfort. The mood in which I have hope to create is freedom, this can be shown through how in dance you are free to move your body how you wish creating the opportunity to express yourself through your moves, that is why my design has been successful in creating the feeling of relaxation and a mood of freedom and expression of oneself.



## Design 3- Justification



In my third design I have used the prompt: using balance and repetition. In my design I have tried to communicate a feeling and mood of oppression. I believe I have successfully communicated this using design principles in my design. I have used Asymmetrical balance when placing the books on the girl's head. With the young girl I have created form through darker shades of the original colour and drop shadows from her hair. I have used contrast of colour to make the focal point which is the girl balancing books on her head stand out to the viewer. I had hoped to communicate how society has placed oppression on young girls to confine to social expectations and this is shown through the words used on each book. As well as communicating to the viewers how balancing books on one's head was a practiced used on young ladies to help groom them to become ladies of society.

## Design 4- Justification



For My final design in photoshop I wanted to create a design which was an advertisement for perfume. The feeling and mood which I wanted to achieve was fresh and exotic. The use of the snake wrapping around the perfume and the jungle flowers and leaves which are included as well was the area of the design I wanted to communicate the feeling of freshness because it represent the jungle, The background Which I have in place was used to make the product stand out to the viewer as it creates colour contrast not only to the perfume bottle but also the green snake which is wrapped around it. The design principles which I have used is, symmetrical balance, contrast of colour and white space or negative space, all three principles help establish the perfume bottle is the focus point of the design, which helps communicate the mood across.

# Self-Evaluation

When time managing the production of my work, I found it quite difficult. When designing my first and second designs, I found it easy to finish them on time, however when I was designing my third, I found myself changing my idea several times as I didn't quite like the way it turned out. However now that all four of my designs are finished, I feel quite content with the quality of all four.

When planning my designs, I believe I was efficient in using thumbnail sketches to get my thoughts and ideas for a design on paper. Then after I had my thumbnail sketches, I proceeded to create a final sketch labelling what colours I might use as well as where each item would be placed and look like.

The challenges I faced in the production of my work would have to be my need for everything to be perfect. I find myself at certain times being quite stubborn when it comes to my work as if I don't quite like the way it looks, I tend to restart the whole process all over again. This was the major challenge which transpired in the production of my work. The skills and knowledge which I have gained through this experience would have to be, having a greater understanding of the use of design principles and elements in my work. I have found myself being quite fluent in finding my way through Illustrator and photoshop as well as shortcuts through using the keyboard.

I believe the designs in which I have created effectively communicate the messages I want to convey. I believe incorporating a variety of design principles and elements I have been successful in making my message come across.

If I were to repeat this experience, I would plan out the tasks in which I have to complete more effectively as I have found myself being pressed for time when trying to complete this assessment.

The aspects in which I have enjoyed when doing this assessment, was being able to create my own unique designs which I am very happy with. Being able to express myself through my work is the one thing I have loved about Graphic design, and I wish to explore further. The most interesting and useful thing that I have gained throughout this assessment, would have to be exploring the many graphic designers in the world and being inspired by them. As well as being able to spot and pick up on design principles and elements throughout my daily life.

When completing this assessment, I have found myself being able to determine what my style in design is, as well as experimenting with different styles that have inspired me personally.