



Artist Model



Drawn Copy



Artist Model



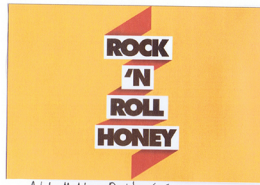
Drawn Copy



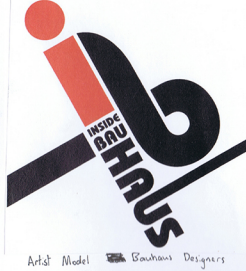
Artist Model



Artist Model Navida Gandy



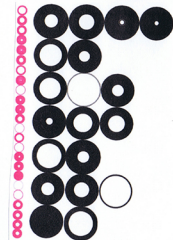
Artist Model David Carson



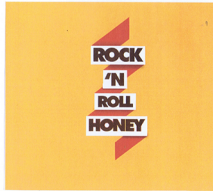
Artist Model Bauhaus Designers



Drawn Copy



Digital Copy

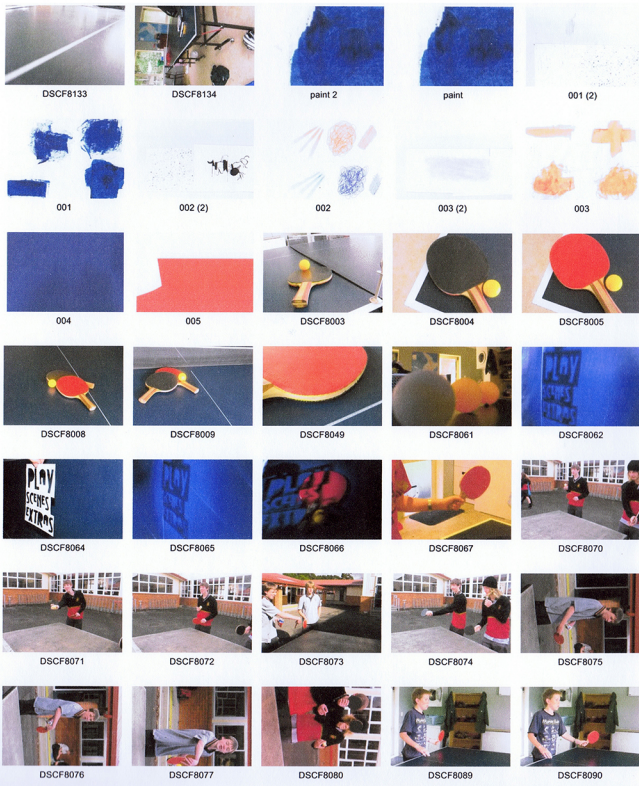


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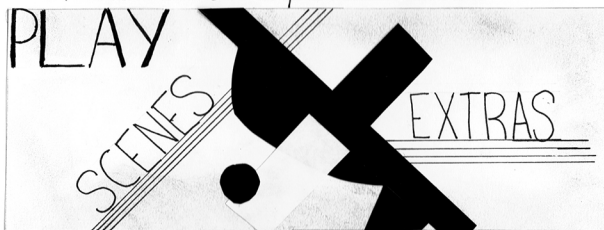
Digital Copy

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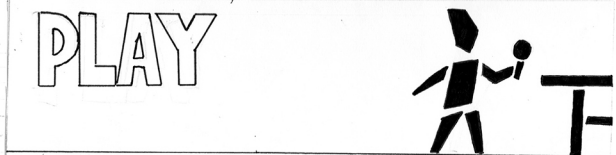
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Drawn Concepts B/W



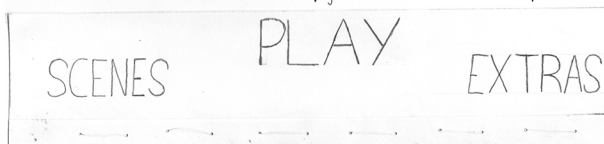
In this design I have tried to emulate the style of Saul Bass. He likes to use a what method where all the images are in cubist pieces. In my design I have an image of a person playing table tennis on a table. The table bleeds off the edge. PLAY large. This scenes or selections because I see it as the more important piece of text. The color of the text is also important here. I made the play black outline but mostly white and the scenes and extras black to show that the play is different and more important.

This dual root menu is based on the Bauhaus style design. I have tried to incorporate the text into the design so that it has a flowing effect. The shapes we used are taken from the Bauhaus style background I have just created which has a gradient effect like a key element in the design. I have tried to balance out the image to text rather than the image being centered in the middle with the text coming off the sides.



PLAY SCENES EXTRAS

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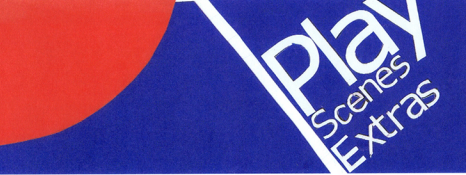
In this design I tried to use techniques of designs of similar folk. What I did was to replicate the photo release I took of the net and added an extra handmade element I stitched the top of the net as it is on the actual net. I made the text very simple and I used negative space behind the text so it didn't distract from the text.

EXTENSION IDEAS



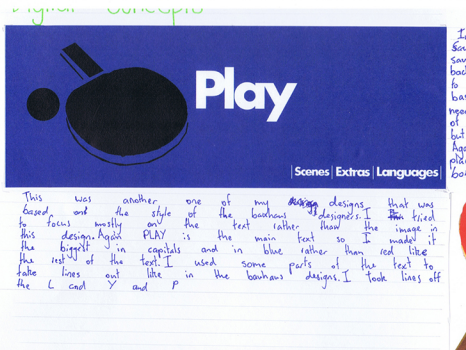
**PLAY SCENES EXTRAS**  
In this concept I tried to emulate the style of the digital sound album cover. This design (shown in my research) focuses mostly on layering and texture. I did this by layering across it. After solidifying the background I then started painting with a brush. I used a star for the stars in the top corner and then some more colored things. The I used chalk and drew the figures with pen. I made the text small because the focus was primarily on layering and your eye has to look at and try to keep it fresh with some negative space.

In this concept I tried to combine the works of the former style and the background with some painting. I made a silhouette on top of a white ball shape. For the background part I used two colored layers of which I used to place the text against in a baroque type style. Again colors were kept to a minimum to avoid the rainbow effect and some negative space is used between the two parts.



In this concept I focused solely on the baroque designers. Specifically the way that they place their text. What did was high line then cut out some colored lines in the shape of the text. I printed some text off the computer and changed it along the edge of the center line like in the baroque style. I also had into consideration the hierarchy of the text. The word PLAY was the biggest because it was the most important. The colour I used was limited and some negative space has been used.

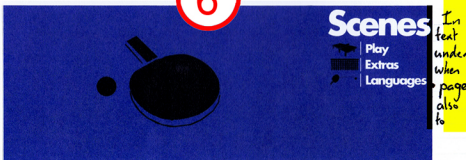
In this concept, my designer focus was Saul Bass and in particular the style he used in the film posters for cut out shapes so that is what I did with this design. I took a picture again and used it as a guide to how I was going to cut out the shapes. Then one of I had done that I printed off some text in the style of Saul Bass. Only one colour was used in this design today with the black and white contrast.



In this design I have based the main techniques on that of Saul Bass. I have scanned in a piece of card that are background and took one of my resources that I used as the base style. Because the simple cut out images and simplified it to a bass style. Because the simple cut out images are simple I did not need to cram the page with images and brushes so I left out most of the negative space. At this stage I'm still experimenting with colors but I've limited to myself to three colors instead of table tennis. Again the main text is the PLAY scenes instead of table tennis. I placed it next to the image and left the sub text in the bottom right hand corner.



This design is looking at the baroque style of design following my resource images and the lines of shapes. I took one of these also used the natural lines of the image to place my text. I made the hierarchy of text is more important so I made the PLAY larger than SCENES and EXTRAS. I also made PLAY in capitals so that it stands out even more. As with most of my design this is out of negative space. I just find my designs look better when they are kept reasonably simple.



In this design I have moved the primary text away from the image and placed the sub text underneath it. I don't think this works as well as when I put the primary text at next to the bottom of the page. Moving the primary text next to the image is related also makes it easier to show which image is related to which text.

In this last design I decided to change the background colour. I'm still alternating the text changes when it is clicked on.



This design digital is sound inspired boy. I by used a cd cover called a random my table tennis theme of the design. Again the text is placed in the hierarchy with play being the layout because it is the most important.

In this design I tried to combine the baroque designs and the design diary of a digital sound boy design. I used a silhouette of my brother celebrating after a shot. The problem I find with this design is that it really hard to tell that the meaning of the design doesn't really say anything about table tennis.

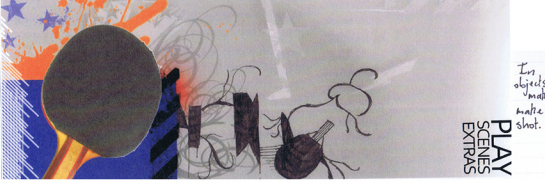


Design Development

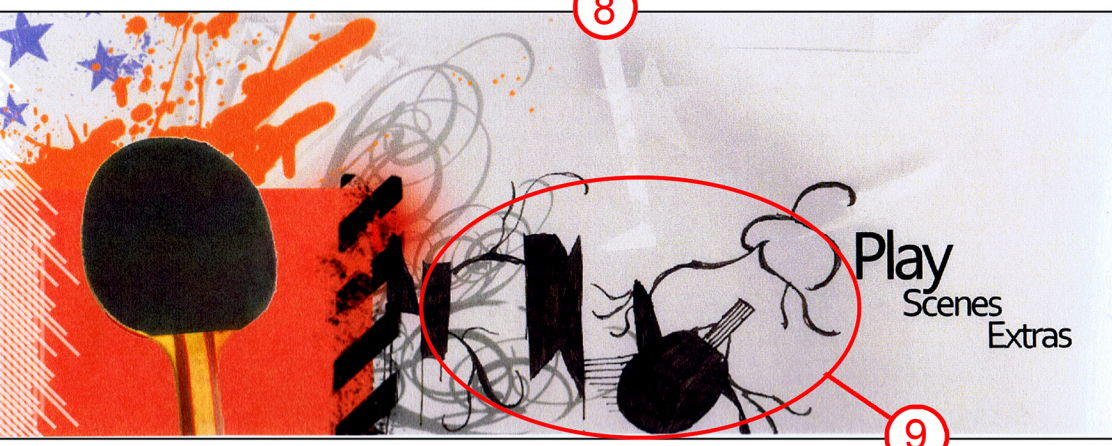


In this design I made with the what but on more of one angle. I'm just experimenting the size of the text to make it more important.

In this design I changed the background to a solid color. I brought out like the rest of the to try and make the whole design look better. I also lightened the background because it didn't look as good darker.



In this design I have emphasized with the rotation of objects. Again I made PLAY the largest and the capitals to make it look more like the baroque style. I also rotated the sub text in the middle of a shot.



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