Yin and Yang Lotus

Brand Description:

My brand is called Yin and Yang Lotus. Its mission is to support foster children and youth by inspiring them to believe in their potential and build successful futures. The brand is designed to appeal to a wide audience including investors, young people, social workers, and community leaders who share a passion for youth empowerment and social impact.

The design features a lotus flower, symbolizing beauty, growth, and resilience, especially through difficult environments. The yin and yang symbol reflects the balance of light and dark, representing both the challenges and strengths found in life and within every person. My initials are woven into the design to reflect my personal connection to the mission, while the droplets coming from the lotus leaves symbolize my dreams, passions, and the many goals I hope to achieve. This visual identity reflects the heart of the brand: transformation, balance, and purpose.

Reflection:

To create my brand design, I began by sketching my first draft with a pencil on paper. After finalizing the concept, I used ChatGPT’s Sora AI tool to generate a digital version of my sketch. I carefully described what I wanted the image to look like, including the symbols, meanings, and design elements, and adjusted my description until the AI gave me results that closely matched my vision.

In the beginning, the AI generated images that were very accurate to my description, which helped bring my idea to life effectively. However, as I continued experimenting and refining the details, the results became less consistent and strayed from what I originally envisioned. Despite this, the process helped me understand the limitations and strengths of using AI tools for creative design.