



Project 2  
CREATIVE PROCESS JOURNAL

# GooseBumps

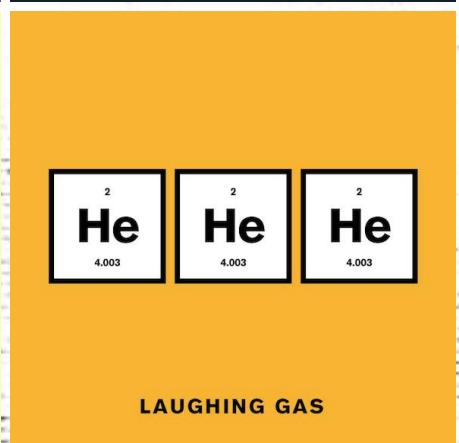
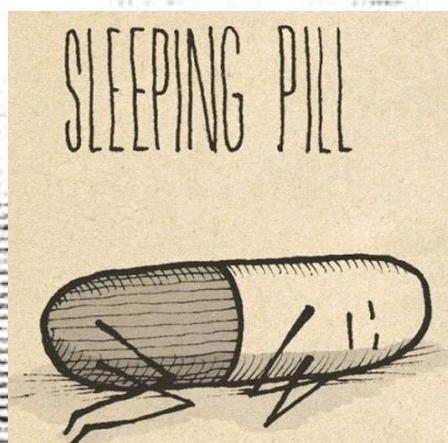
Visual Puns

# Project Brief Breakdown

Create whimsical and humorous visual puns & wordplay - bring fun to otherwise mundane words by being creative! Use ONLY or AS MUCH AS POSSIBLE - collages - and minimal self-draw illustrations to practice photoshop tools and the breaking down of elements!

## References | Inspirations

Some brain teasers to get the mind going.



# Creative Process

## Brainstorming

- Interesting words
- Possible Puns
- Favourite Words

## Sketches

- For the selected favourite word, make sketches
- Further weedle things down by choosing favourites.

## Review with Professor

More concept sketches & proceeding with designs.

## Production

Bringing sketches to life.

## Spamming of Ideas

### Weakest

- 1 • Candid
- 2 • Jacket
- 3 • Astronaught
- 4 • Spotty
- 5 • Timekeeper
- 6 • Siren
- 7 • Seashell
- 8 • Mansion
- 9 • Scarecrow
- 10 • Cat Litter
- 11 • Horseshoe
- 12 • Teddy Bear
- 13 • Pineapple
- 14 • PeaPod
- 15 • Eraser

### Strongest

### Personal Favourites

Cute & funny words that I thought were the funniest & had the most potential to be visually appealing.

#### PEAPOD

"Pee" - "Pods"

#### SCARECROW

A "Scared" - "Crow"

#### CAT LITTER

Cat spilling from a bin  
- becoming "litter"

#### MANSION

A [MAN]sion

#### ERASER

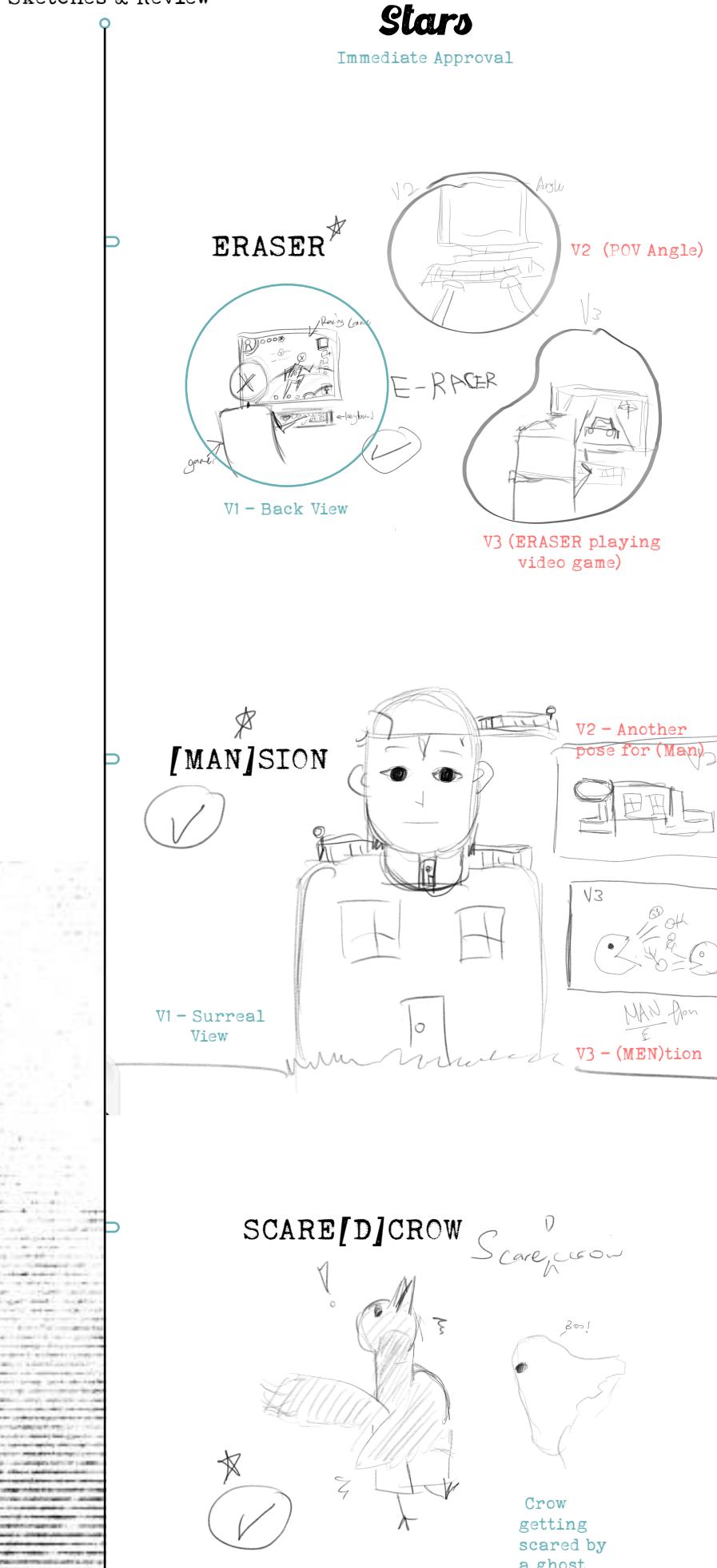
An E-Ra(c)er

These words were sketched with more detail

# Sketches

## OWN WORKS + REVIEWS

When sketching for the visual pun, I drew as much ideas as I could before I might forget them. Upon review, I also drew in additional explorative angles and variations for my favourite puns to see if new inspiration may enter my mind.



# Sketches

## OWN WORKS + REVIEWS

Since I already had sufficient approved items, I experimented on those instead of dwelling on the **Maybe(s)**. Though I do like the progression with Pineapple's V2, it's quite cute!

## Stars

Immediate Approval

### CAT LITTER



## Maybe[s]

Needs more exploration

### [F]INEAPPLE



V1 - Pineapple skin coat

↙ (?) Explor



V2 - Pineapple slice vest

↑ Pineapple  
part Vestable

### TEDDY BEAR

Tear - The - Bear



Perforated teddy bear for tearing

# Sketches

## OWN WORKS + REVIEWS

**Rejected items** were immediately discarded since they were mostly drafted for remembrance & possible experimentation anyway despite of the weak concepts present.

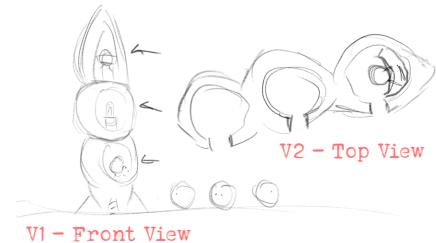
### Sketches & Review

#### Maybe[*s*]

Needs more exploration

##### PEE-POD

② *Explor*



##### [TROLL]EY

TROLLEY ② *Explor*

Trolley with a troll



#### Rejected

Completely Scrapped

Can did



⑧



Jack Cat

⑧

# Sketches

## OWN WORKS + REVIEWS

For the puns I selected, or majority of the puns I decided to make were based on literal interpretations of the words.

Therefore a:

- Scared Crow
- MANsion
- E-Racer

all very simple, sweet literal expressions.

I wanted to avoid over convoluted puns in case the designs can't sell them well, making them confusing. [In-Your-Face puns]

**Rejected**

Completely Scrapped



Astronaut



Talisil



Spotfy



Siren

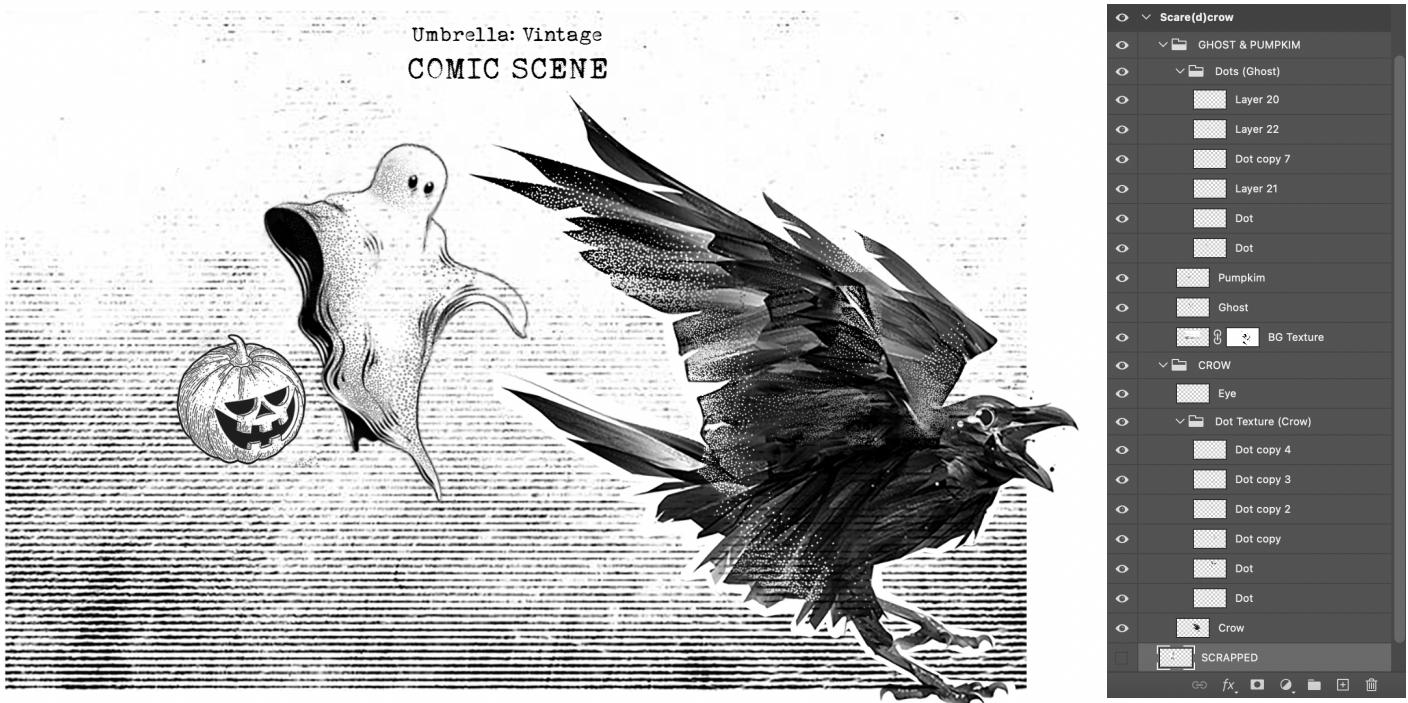


# Production



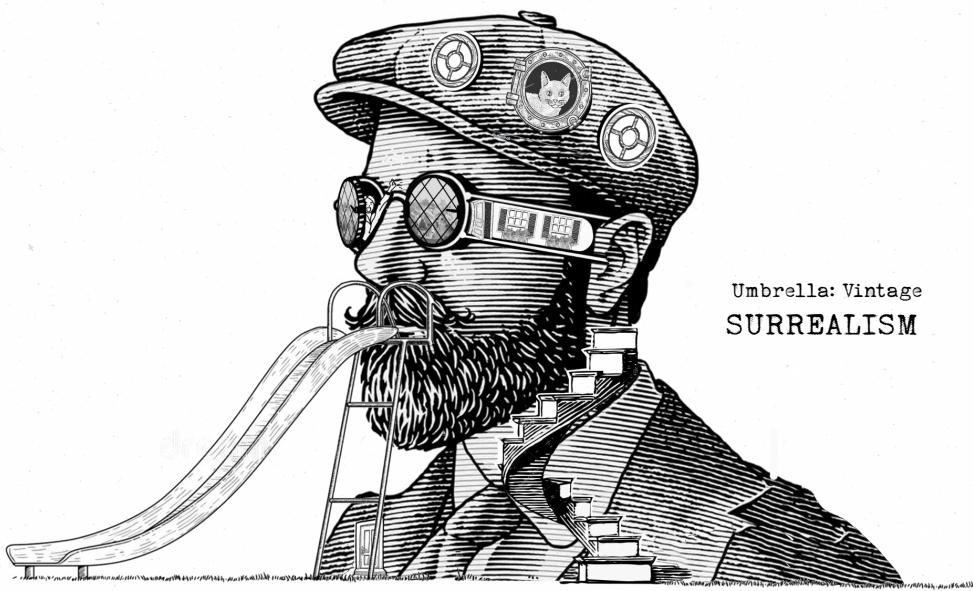
## Working with Photoshop

Magic Eraser's been used for almost all backgrounds/PNGs \*



Scare(d)crow had some digging to do, but I eventually just used editing to bring the artstyle together rather than try force the internet to pull up something that may not exist - working with what I had.

**Steps |** Insert crow + Add cartoon eyes to crow for to match cartoonish aesthetics + Insert Ghost + Insert Pumpkim (to reinforce the "scarecrow" in the pun) + Insert Engraving texture to bacground to play around with space & add common texture + Further overlay dotted gradient on illustrations to add vintage look & being cohesion to the artstyle.



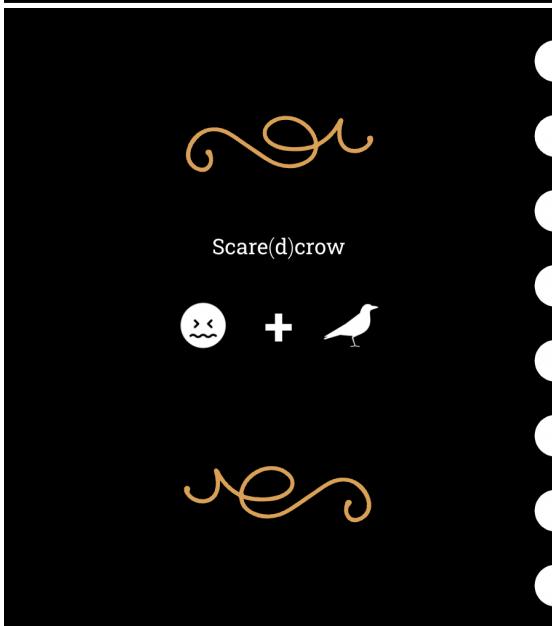
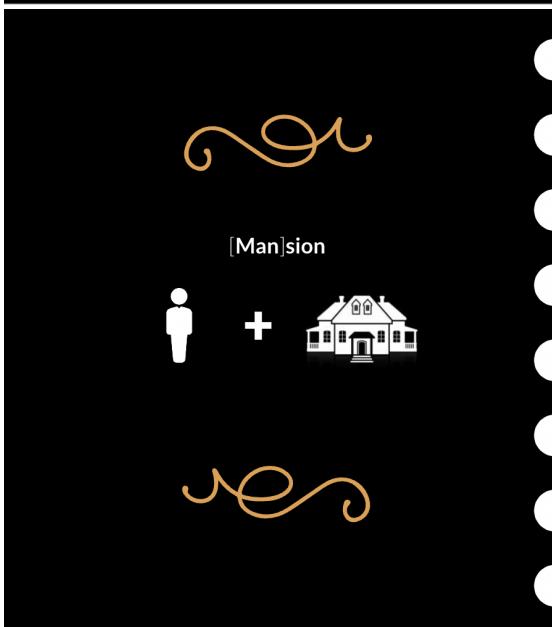
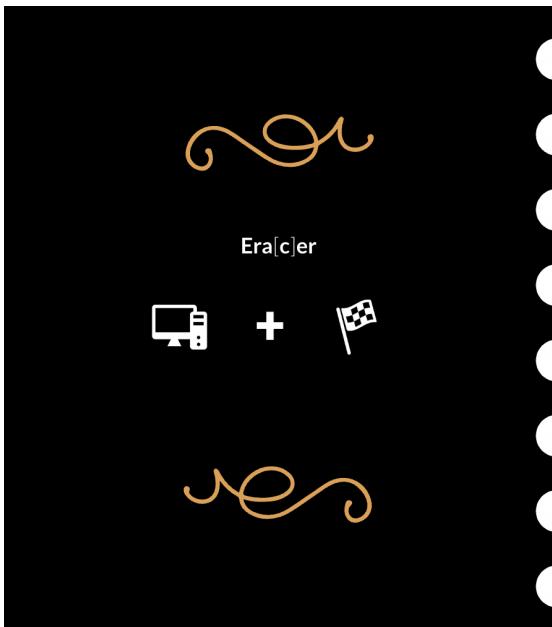
The hardest to edit due to the lack of suitable assets and difficulty in balancing the textures on the edit. I wasn't quite confident with this as I was afraid that it might be a little difficult to see the mansion and the separate elements overlayed onto the the edit. But I hope I managed to find a workaround it.

**Steps |** Insert Man + Insert Windows on eye + Draw window latch + Insert Girl > Draw corridor railing & Wall + Insert windows + Insert door & warp to spectacles curvature > Add windows to Man's Cap + Add shadow to windows > Insert Stairway + Mask according to outline with some white border > Add slide + *Magic Eraser the background*\*

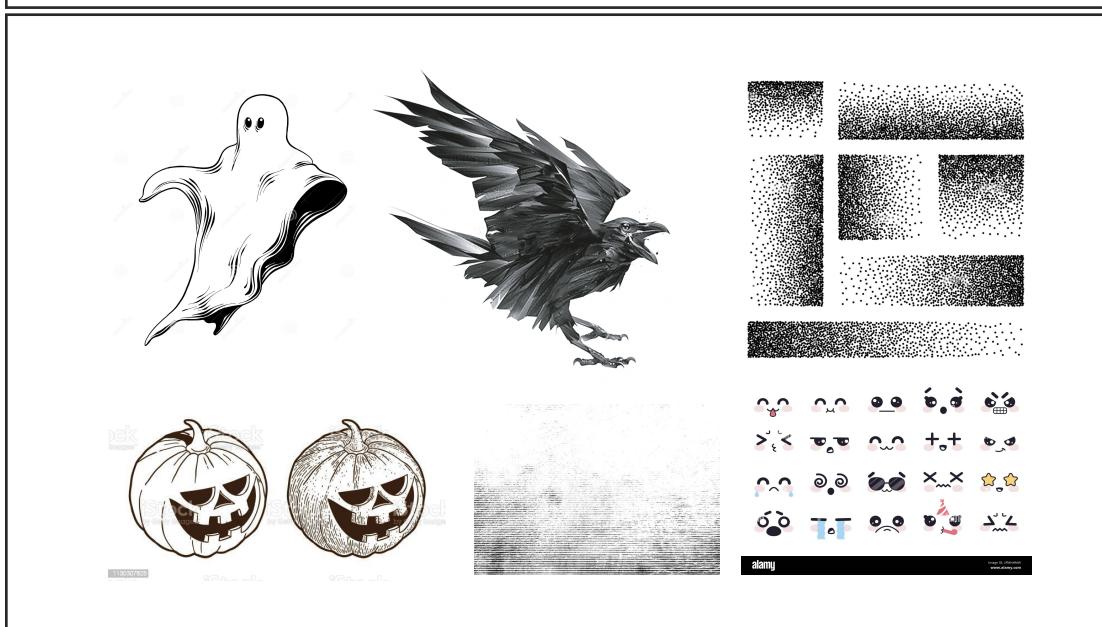
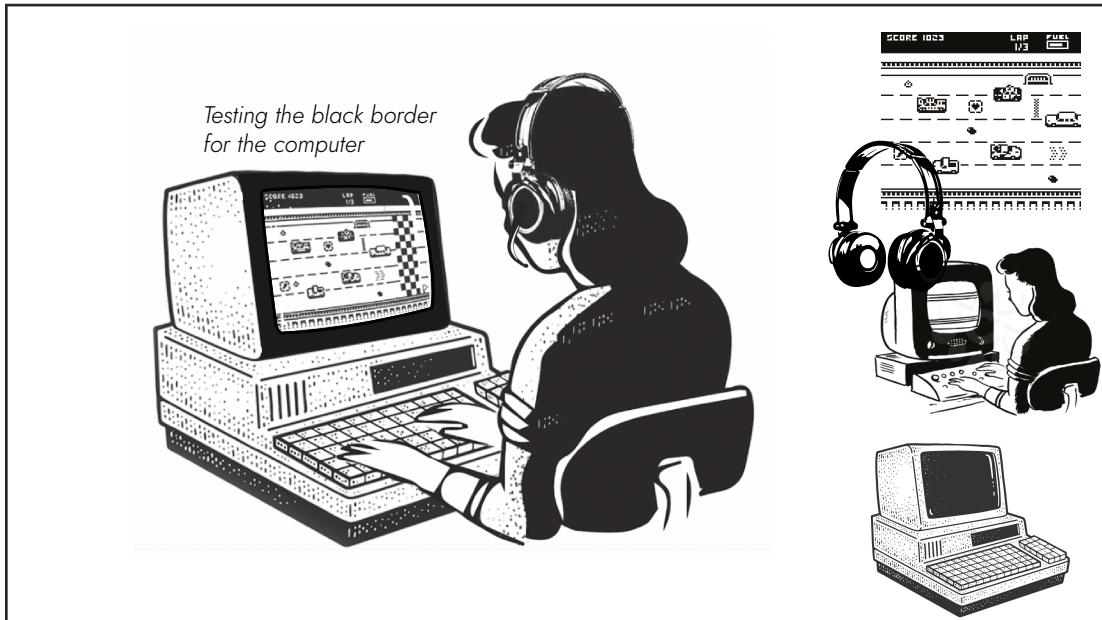


E-Racer was the easiest of the bunch top edit due to how easy it was to find the appropriate assets.

**Steps |** Computer + Girl + Headphones + Adding the Gaming headphones speaker + Adding the dotted texture from computer onto girl



PRODUCTION | Final Outcome



**Eraser**

# LINKS

<https://www.vectorstock.com/royalty-free-vector/vintage-computer-sketch-vector-31881768>  
<https://clipart.com/search.php?keys=17675>  
<https://opengameart.org/content/1bit-cars>  
<https://www.pinterest.com/pin/64809682125848201/>

**Design Principles**

- Contrast - The black & white contrast between the girl and the screen creates the illusion of depth and lighting in the scene.
- Harmony - The dotted texture/patterns is used to bring the entire design together as one artstyle.

**Gestalt Laws**

- Closure: The use of blacks in the shadow implies the presence of the woman despite the incomplete representation.
- Segregation: The racing game is recognizable despite its individual tiny elements due to the computer acting as a border for the whole.

**Golden Rule**

- The focal point of the image is the racing game, framed by the rule of thirds - the left third being less detailed to lead the eyes onto the left.

**White space and texture**

- The dotted texture provides a vintage look, atmosphere, and cohesion.
- White space around the subject allows for strong focus.
- The micro-whitespaces between each subject allows breathing and analysis of information.

**Scarecrow**

# LINKS

[https://www.alamy.com/kawaii-cute-faces-japanese-manga-emotions-fear-crying-and-anger-apathy-and-death-joy-and-surprise-anime-doodle-isolated-vector-set-face-with-sunglasses-star-eyes-birthdays-hot-image425816857.htmlv \(Sample\)](https://www.alamy.com/kawaii-cute-faces-japanese-manga-emotions-fear-crying-and-anger-apathy-and-death-joy-and-surprise-anime-doodle-isolated-vector-set-face-with-sunglasses-star-eyes-birthdays-hot-image425816857.htmlv)  
<https://in.pinterest.com/pin/531002612327298592/>  
<https://www.istockphoto.com/photo/halftone-mono-chrome-grunge-horizontal-lines-texture-gm140400989-305163103>  
<https://www.alamy.com/stipple-pattern-dotted-rectangular-design-elements-stippling-dotwork-drawing-shading-using-dots-pixel-disintegration-random-halftone-effect-image465446195.html>  
<https://www.dreamstime.com/hand-drawn-sketch-ghost-black-isolated-white-background-detailed-vintage-etching-style-drawing-vector-engraved-style-image130280108>  
<https://www.istockphoto.com/vector/engraving-halloween-pumpkin-gm1130307825-298891294>

**Design Principles**

- Contrast & Emphasis: With the crow as the only fully black subject in the image, it helps create emphasis with the contrast.
- Scale: Size was used to imply depth within the composition.
- Harmony: The use of texture was used to harmonise the 2 different artstyles so that it may be one art piece.

**White space and texture**

- The engraving texture gives the image its "antique" look & life is given to the crow's feathers with its soft gradient/streaks.
- White space is used to create contrast between the crow and its surrounding, and make it stand out.

**Gestalt Laws**

- Common Fate: With all subjects facing the right, it creates direction & movement in the otherwise stationary design.
- Proximity: The ghost and the pumpkin are placed closer together to represent a group while the crow is slightly further away, isolated.
- Segregation: A white border is used around the crow to ensure it does not blend into the background.

**Golden Rule**

- Rule of thirds - The focal point & secondary point are within the rule of thirds grid, the focal point (crow) placed in the right third.

**Mansion**

# LINKS

<https://in.pinterest.com/pin/531002612327298592/>  
<https://www.dreamstime.com/illustration-what-made-ink-pencil-paper-then-was-digitalized-slide-illustration-drawing-engraving-ink-line-art-vector-image131765774>  
<https://www.istockphoto.com/illustrations/black-and-white-door>  
<https://www.dreamstime.com/illustration-what-made-ink-pencil-paper-then-was-digitalized-slide-illustration-drawing-engraving-ink-line-art-vector-image131765774>  
<https://depositphotos.com/249788908/stock-illustration-house-wooden-old-windows-sketch.html>  
[https://dribbble.com/tags/portrait\\_line\\_art](https://dribbble.com/tags/portrait_line_art)  
[https://pngtree.com/freepng/long-haired-girls-waving\\_g\\_6238170.html](https://pngtree.com/freepng/long-haired-girls-waving_g_6238170.html)  
<https://pxhere.com/en/photo/1123896>

**Design Principles**

- Pattern: The line texture in the design has been used to create depth and contrast by creating the illusion of light & shadow.
- Scale: The whimsical play on size of the man and his environment creates humour and the pun.
- Balance: The use of space on the left and right of the design has been carefully adjusted to ensure the design space isn't looking too heavy or empty on either side.

**White space and texture**

- Engraving Texture given for the unique "Vintage" style.
- The contrast between the main subject's rich texture against the clean white space creates focal point.

**Gestalt Laws**

- Symmetry: The use of general symmetry in space gives the artwork balance & stability.
- Common Region: Areas of the man's face has been used to create borders & different sections of the design for clarity within the clutter. E.g. the corridor area, cap as an attic, etc.
- Segregation: White borders are used around some elements to provide some highlight and prevent it from being lost in the overwhelming texture.

**Golden Rule**

- The man is the focal point - placed right in the middle of the Rule of thirds to create emphasis.

Well, it has been a punny experience!

Going into the project, I had little direction and was quite lost on what to do. Therefore, I decided to go with the whack-it-til-it-works route for this project. I went with the flow without dwelling too much on the specifics by creating as many puns as I could and just pick a few favourites.

However, now, looking back at some of the cool themes like [Disney], I think I would have had a lot more fun if I had kept a more open-mind to a broader theme rather than just "Vintage" aesthetics.

Despite that, I am still proud of myself with going through with the experience because I tend to find myself stuck due to overthinking. So for me to be able to take a step towards going with the flow is great!

I guess we're back to finding the balance in between.

# References

- [1] Witty Illustrations by Nabhan Abdullatif: Visual Puns with Everyday Objects. (2014, July 30). Graphic Design Magazine With Tutorials, Resources and Inspiration. Retrieved October 9, 2022, from <https://pixel77.com/witty-illustrations-nabhan-abdullatif-visual-puns-everyday-objects/>
- [2] Visual Pun. (2015, March 13). Behance. Retrieved October 9, 2022, from <https://www.behance.net/gallery/24424195/Visual-Pun>
- [3] Memes, Jokes & Visual Puns. (2018, March 26). The Philosopher's Meme. Retrieved October 9, 2022, from <https://thephilosophsmeme.com/2018/03/27/memes-jokes-and-visual-puns/>
- [4] Visual Puns. (n.d.). Pinterest. Retrieved October 9, 2022, from <https://www.pinterest.com/soupergrrl/visual-puns/>

# Credits

NTULearn - Redirect. (n.d.). Retrieved October 9, 2022, from [https://ntulearn.ntu.edu.sg/?new\\_loc=%2Fultra%2Fcourses%2F\\_2612824\\_1%2Fc1%2Foutline](https://ntulearn.ntu.edu.sg/?new_loc=%2Fultra%2Fcourses%2F_2612824_1%2Fc1%2Foutline)

Boatman, E. (n.d.). Crow. The Noun Project. Retrieved October 9, 2022, from <https://thenounproject.com/icon/crow-627/>

Engraving Texture afbeeldingen, beelden en stockfoto's - iStock. (n.d.). Retrieved October 9, 2022, from <https://www.istockphoto.com/photos/engraving-texture>

Other Fonts:  
[www.DaFont.com](http://www.DaFont.com)

Decorative Images:  
[www.Unsplash.com](http://www.Unsplash.com)  
[www.freepik.com](http://www.freepik.com)

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