

VMD 105

InDesign Final Project

Laura Hobbs

My name is Laura Hobbs. I'm taking this class to build out my technical visual design and communication skills. I received my undergraduate degree in economics, and worked in public policy in the years following graduation. During my time in that field, I learned the important of strong visual design for most effectively communicating an idea and achieving a desired outcome. I hope to bring the skills I learn in this class and later classes back to that field to bring more people into the policy discussion.

Introduction





A vintage postcard illustration of a California landscape. The scene features rolling hills with green vineyards and golden-brown grass. A winding road is visible in the distance. The sky is a pale yellow with stylized sun rays emanating from the top center. Several bright yellow poppies are scattered across the landscape, some in the foreground and others on the hills. The entire illustration is framed by a black dotted border.

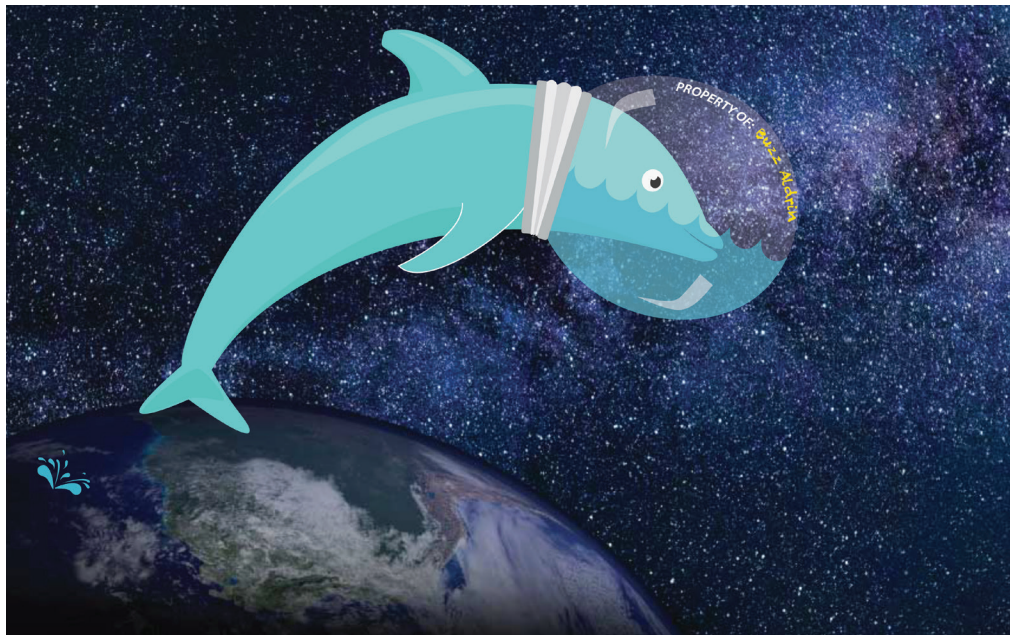
Greetings from

CALIFORNIA

For this final project, I wanted to make a vintage postcard that looked as though it had traveled around the world. I constructed the raster image by collaging three photos to make the background, arranging poppies around the text, and finally playing an overlay over the entire composition to give it an aged and wrinkled look. I was happy with the outcome of the composition. If I could do it again, I would fade the text and poppy colors so that they looked a bit more aged as well. As they stand now, they're much brighter than the rest of the piece, making the composition as a whole less vintage.



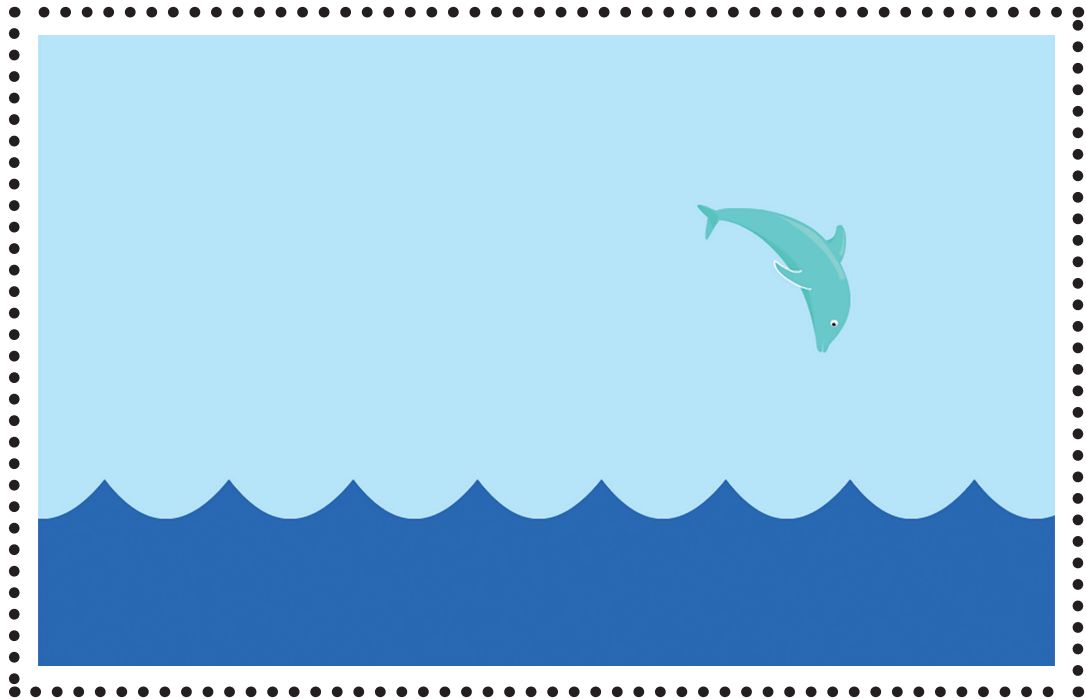
[Adobe Photoshop](#)
[Final Project](#)





I had a lot of fun constructing this final project. I wanted to make sure that I got a lot of practice with the pen tool, so I decided to recreate an organic shape, in this case a dolphin, using a sketch I drew as a template. I'm happy with the final product because it has the playful, children's book illustration effect that I was going for. I hope to use this program more in the future.

[Adobe Illustrator](#)
[Final Project](#)



This section was the most challenging for me. I decided to stick with the character I created in Illustrator and create a scene in which that character is swimming around and performing tricks in a swimming pool. The animation utilizes a lot of motion tweens. With those motions combined with the sound effects I included, I think I made a pretty convincing final product. That said, I would like to improve my motions to look more natural and more organic.

[Adobe Animate](#)
[Final Project](#)

