Digital-Briefbox Project

Process book

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Digital-Briefbox Project

ART 140 Graphic Skills | Fall 2024

Process book | Contents

- Design brief
- Research
- Rough (Thumbnails)
- Comps (from every stage)
- Color Schemes
- Type Treatments
- Final Output

Design Brief

This project draws inspiration from my personal experience as a MacBook user, aiming to address the lack of protective cases that reflect individuality and humor. The design reimagines the iconic Apple logo, transforming the missing "bite" into a playful narrative that portrays it enduring "torture." This concept adds a humorous and thought-provoking twist, blending functionality with aesthetic appeal.

Target Audience

The design targets MacBook users who appreciate minimalistic yet bold aesthetics and value humor in everyday objects. It aims to serve as both a protective case and a conversation starter.

Aesthetic Choices

Color: A black-and-red palette creates a simple yet striking look, emphasizing the narrative without distractions.
Imagery: The Apple logo is illustrated as alive, enduring humorous "attacks" to evoke curiosity and engagement.
Typography: Clean, bold text complements the humor while ensuring readability.
Movement: Dynamic elements convey action, adding energy and enhancing the narrative.

Design Goal

The goal is to create a unique MacBook case that resonates with users by combining functionality with humor and storytelling, turning a practical accessory into a personal and artistic statement.

Research

The size of the case and the logo -

https://www.dimensions.com/element/apple-macbook-pro-13-inch-4th-generation

Inspiration -

https://www.amazon.co.uk/Stickers-Laptop-Graphic-Macbook-compatible/dp/B07312NY85

https://www.ebay.com/itm/196130907420

https://www.ebay.com/itm/161917192707

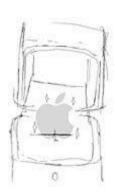https://www.lexaltern.com/products/macbook-case-cute-pink-paint

https://www.etsy.com/listing/743776582/travel-macbook-case-stars-cute-macbook
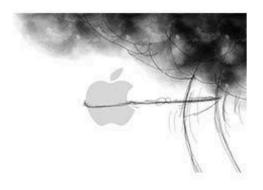
Roughs (Thumbnails)

OUCH!!!

Comprehensives

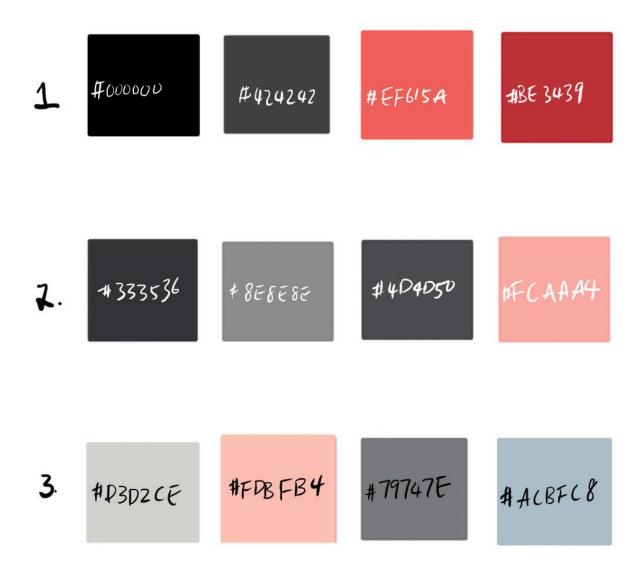## Title: MacBook Case Design – Tortured Apple

Image Placement: The main visual, the "tortured" Apple logo, is positioned centrally in the center.

Text Position: The text (e.g., "Give it BACK!!!") is placed directly above the Apple logo. This placement emphasizes the idea that the Apple logo itself is the one yelling.

Spacing Between Text and Image: The space between the text and the Apple logo is kept moderate to ensure clarity and visual separation.

Alignment with Case: The Apple logo's missing part (the "bite") is treated as a wound, reinforcing the visual metaphor of the Apple being "tortured."

Color Scheme

1

#000000 #424242 #EF615A #BE3439

2.

#333536 #8E8E8E #4D4D50 #FCAAA4

3.

#D3D2CE #FDBFB4 #79747E #ACBFC8

Type Treatment

For this project, I chose handwriting with different decorations over traditional typefaces. This decision was intentional to reflect the raw and emotional tone of the work. So I will be presenting different handwriting I was considering while working on this project.

Proof of Permissions

Apple logo: https://1000logos.net/apple-logo/

Free to download