

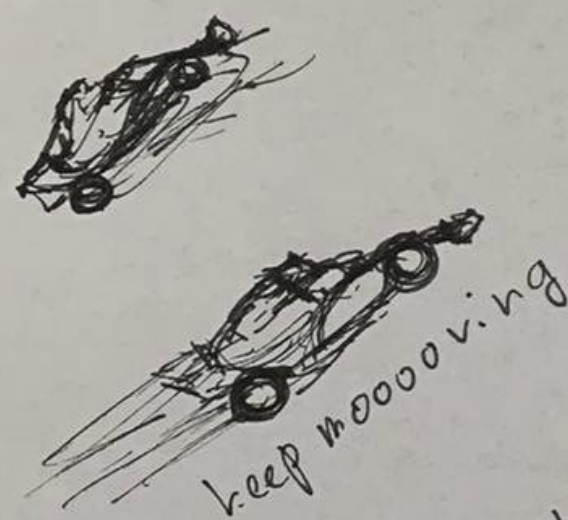
Self confidence of designer



After  
mountains

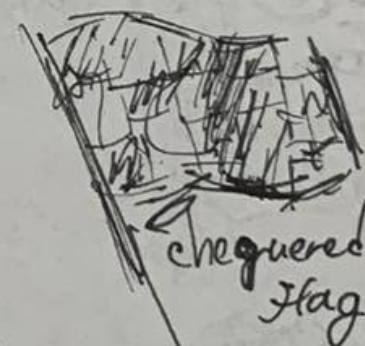
We are heading to  
Finish / target

signal of  
when we are  
here



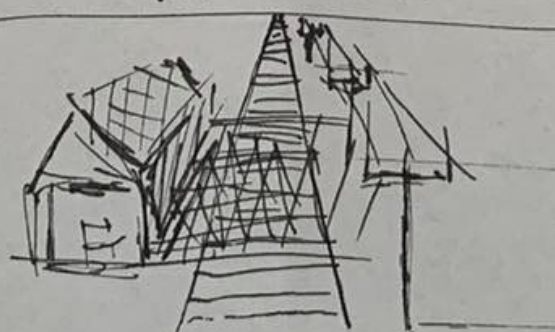
love  
yourself  
♡

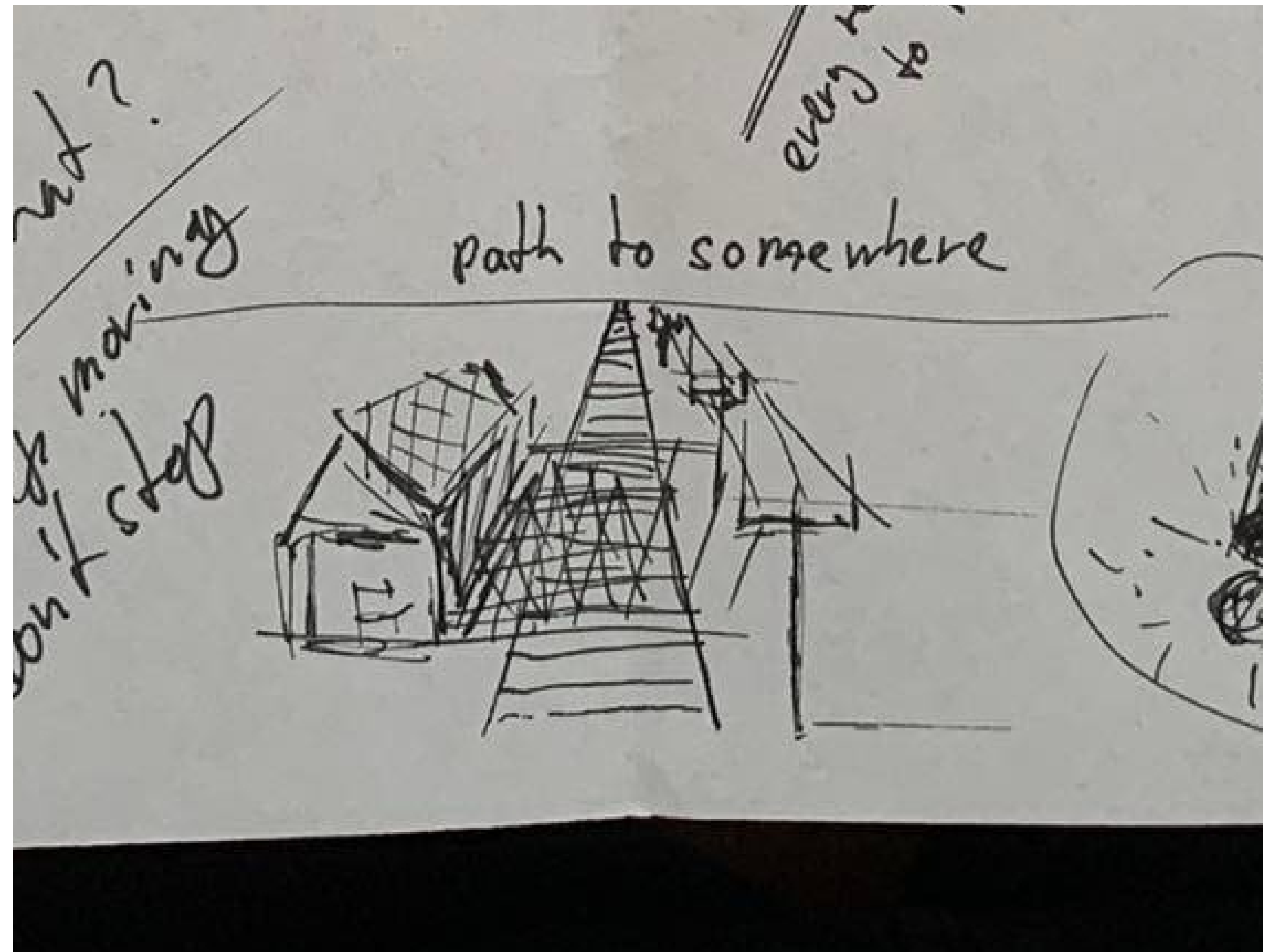
road leads  
every to target place



Scared of  
heading to unknown  
is it right what  
am I doing right now  
How do I know that?  
Just keep moving  
→ don't stop

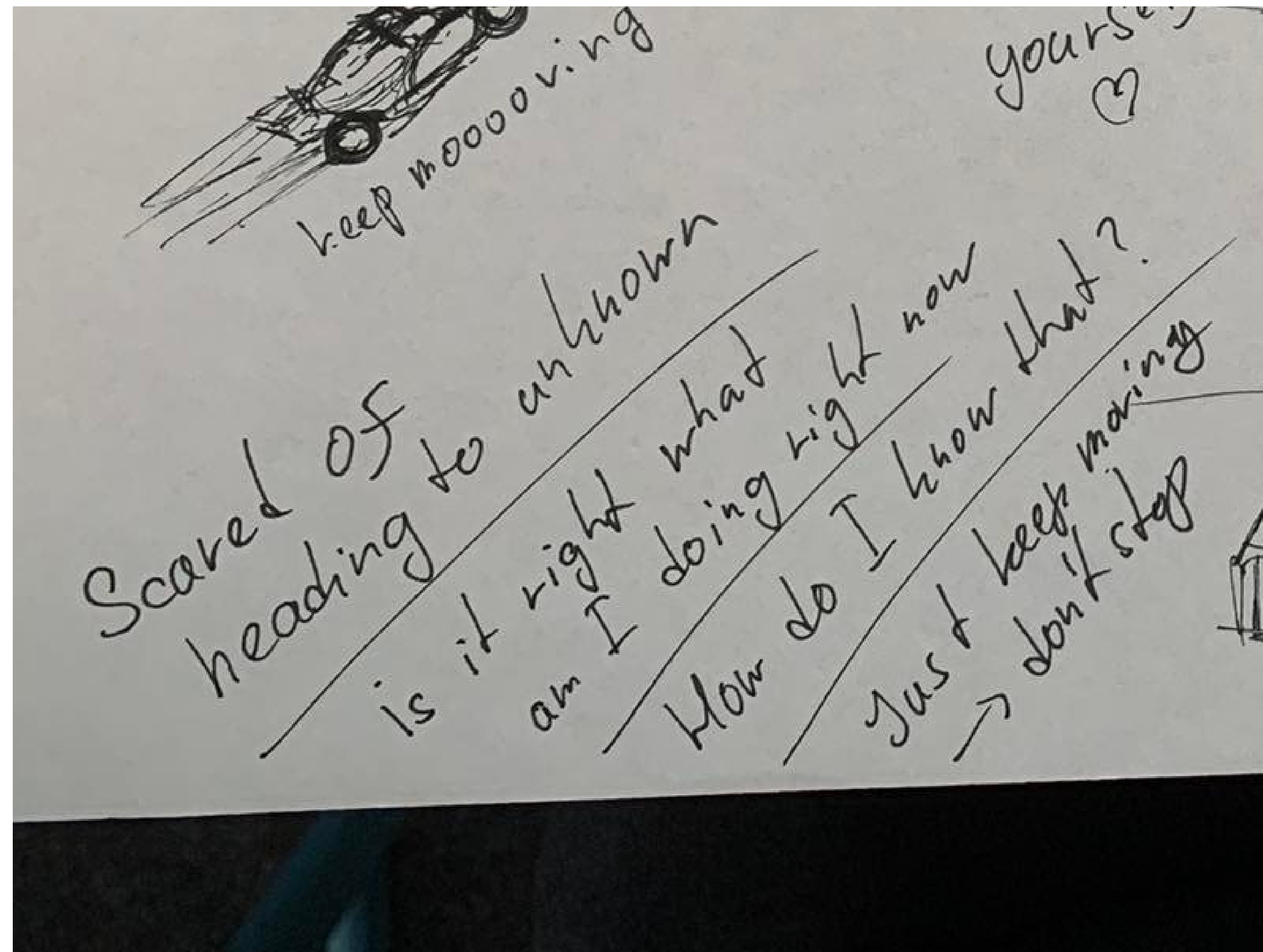
path to somewhere



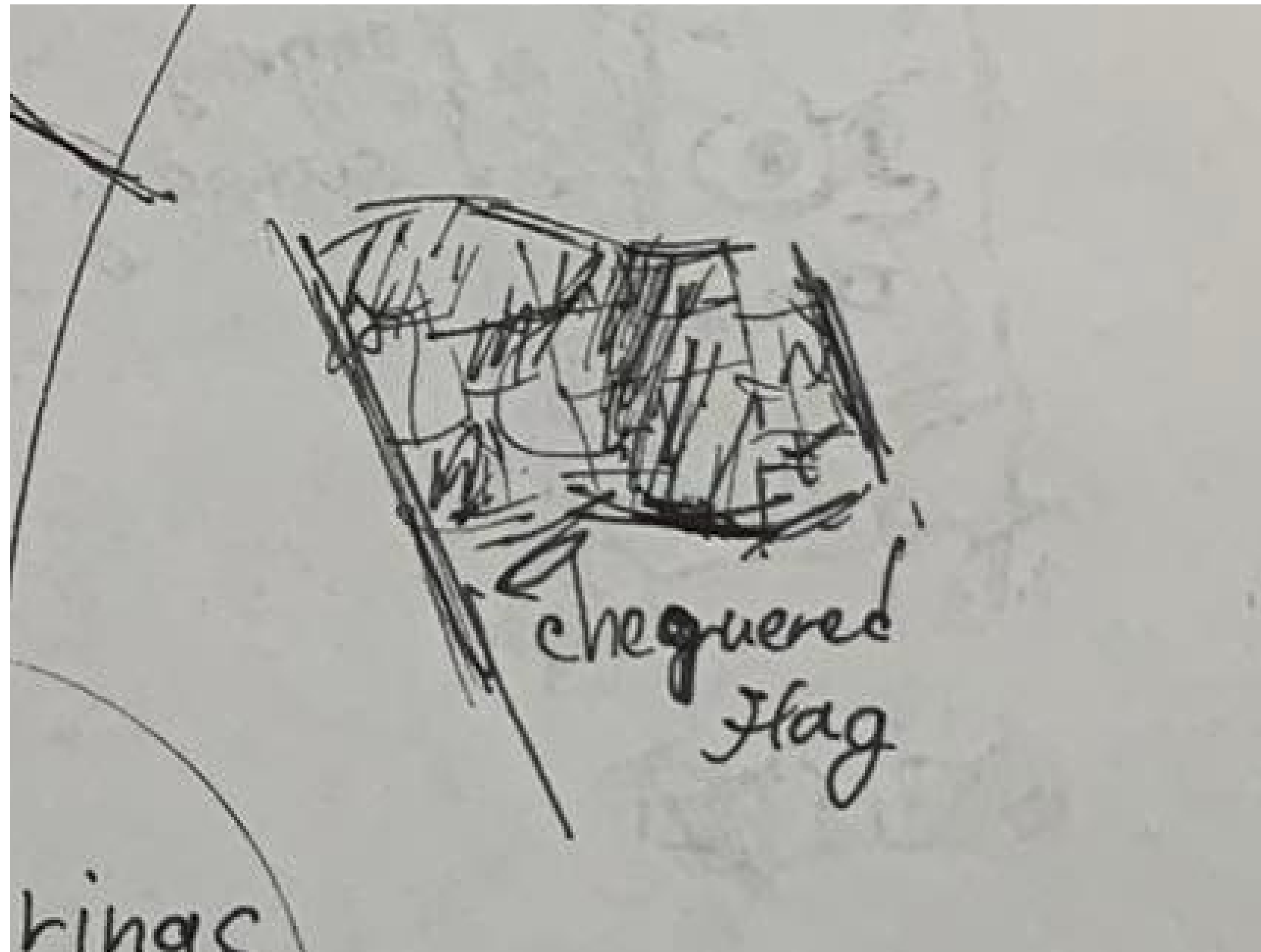


At first I wrote a random picture of perspective path ending somewhere in a long distance

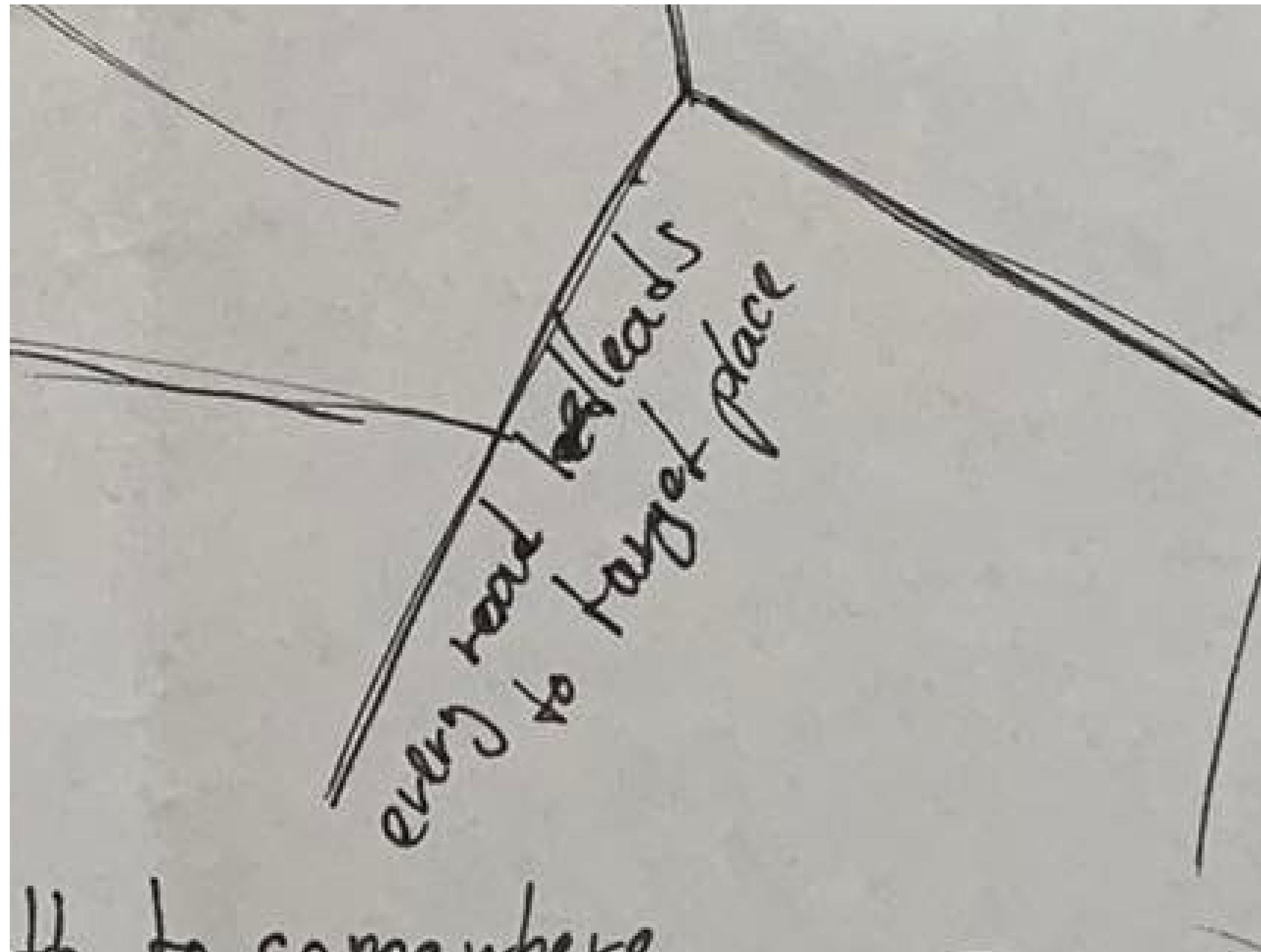




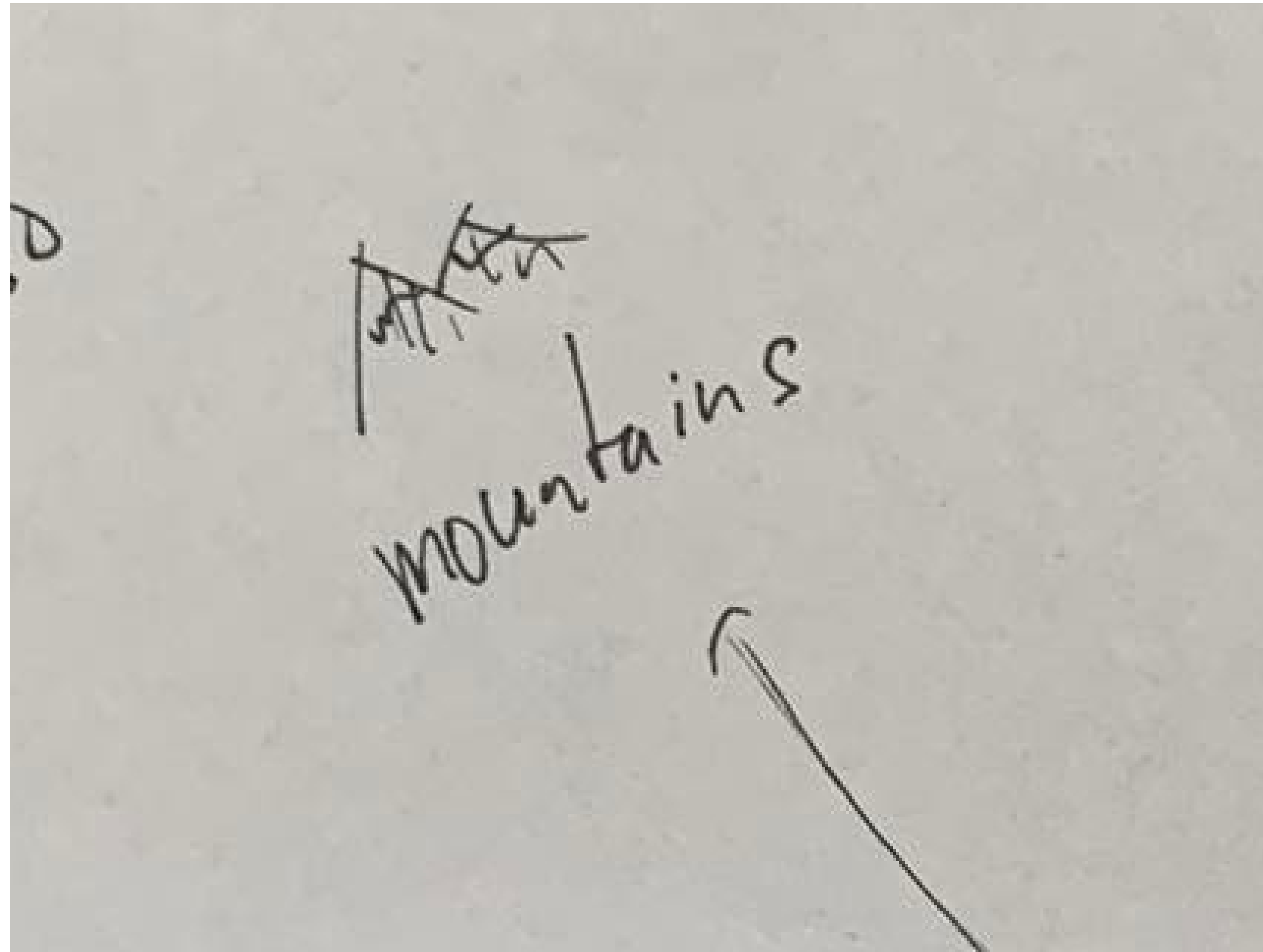
Then I thought about it and wrote down a few words and symbols what the road reminds me of



Every path leads to somewhere.  
The problem is we don't know where.  
BUT somewhere must ends.  
(chequered flag)



Everyone has own path but the main thing is to continue and don't give up. Be self confident in what you are doing.

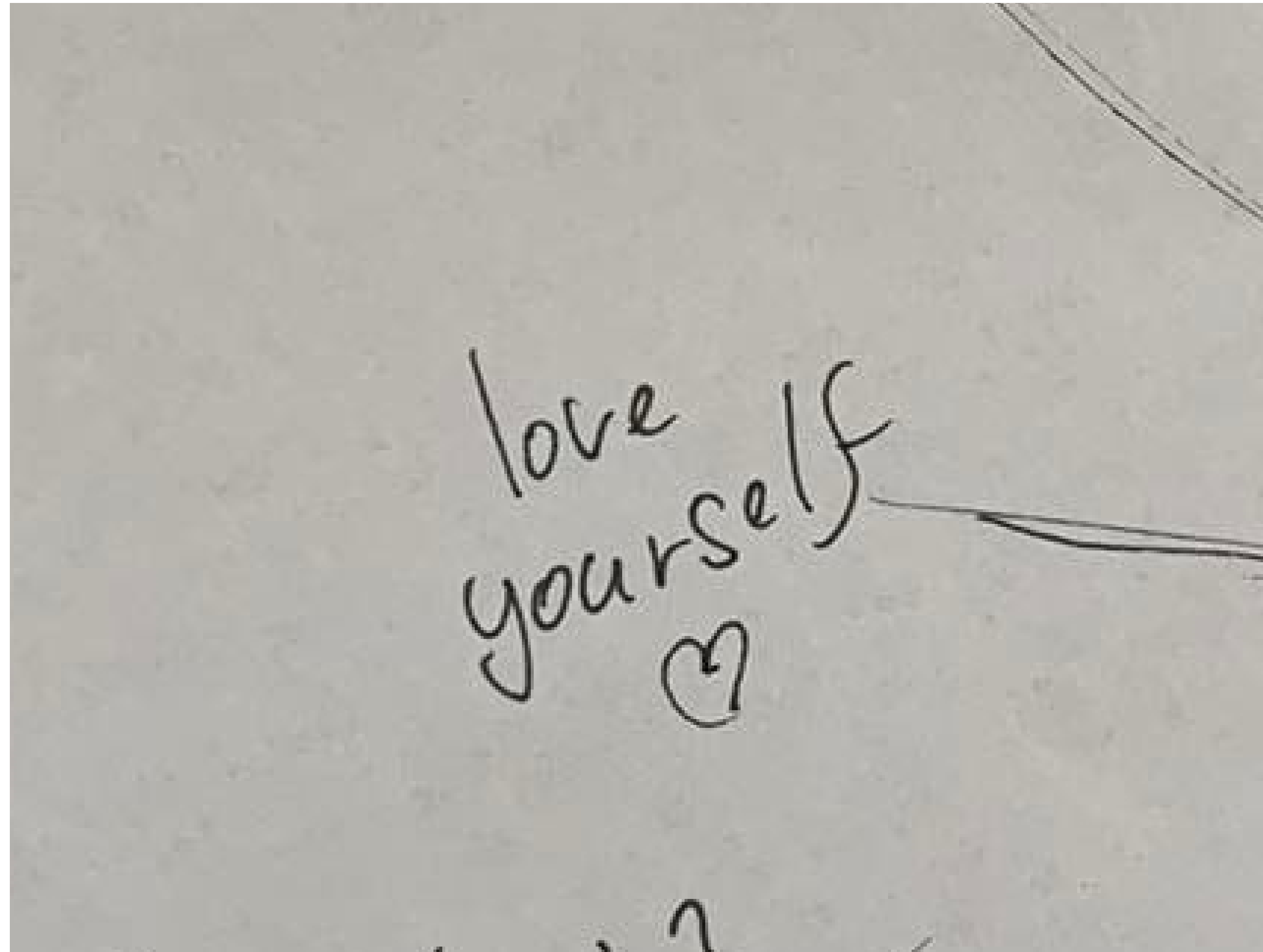


Mountain  
Every paths have their obstacles.  
Our goal is to overcome them.

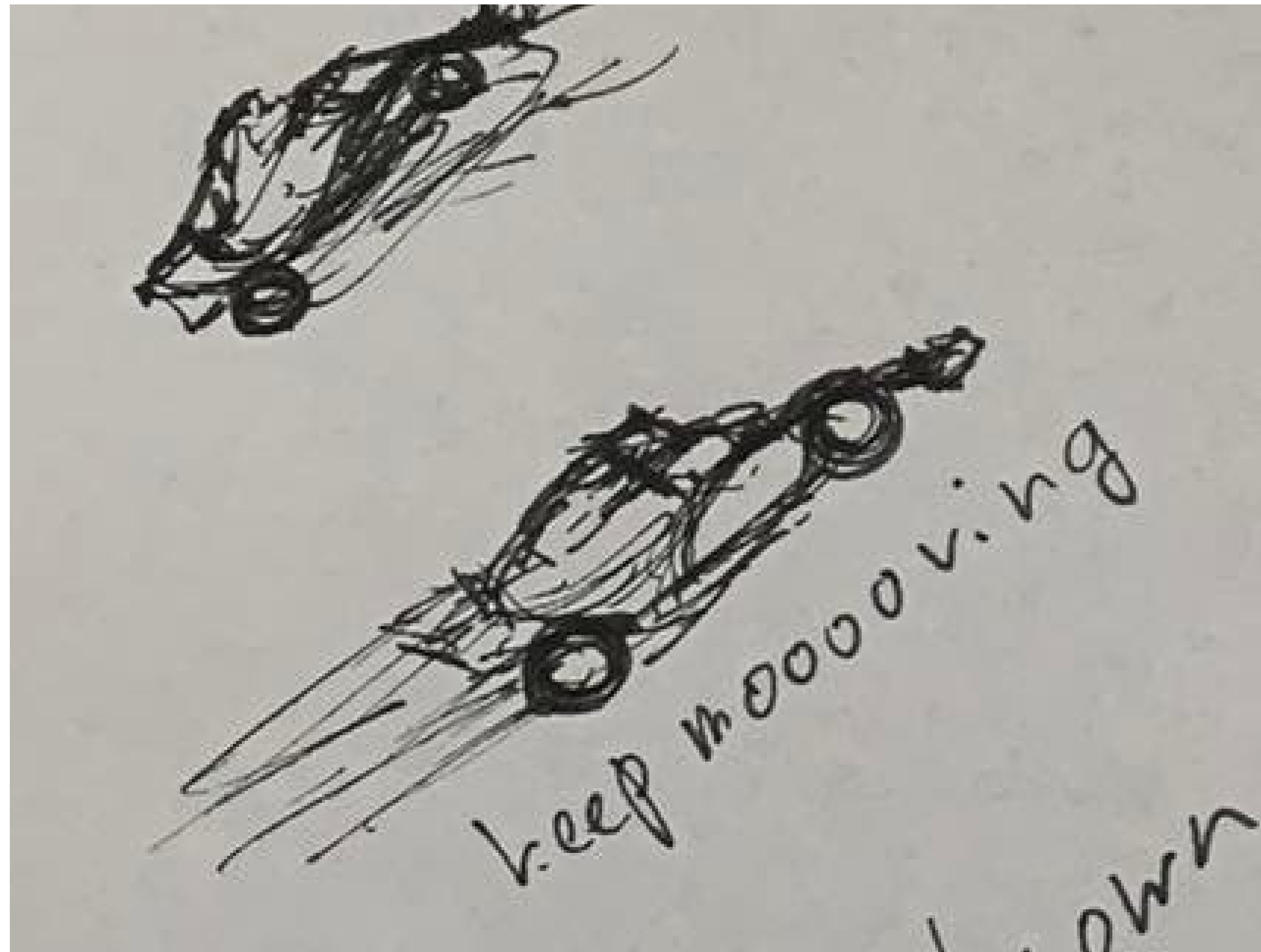


Be self confident in what you are doing right now. **Focus just on your work!**



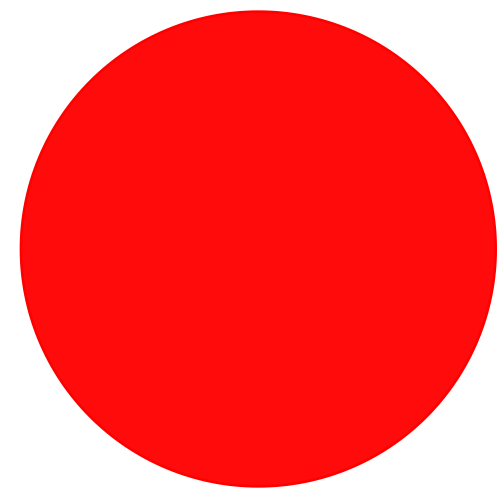


I think self confidence is one of the most important thing for artists. If you don't have it you are totally fu\*ked up

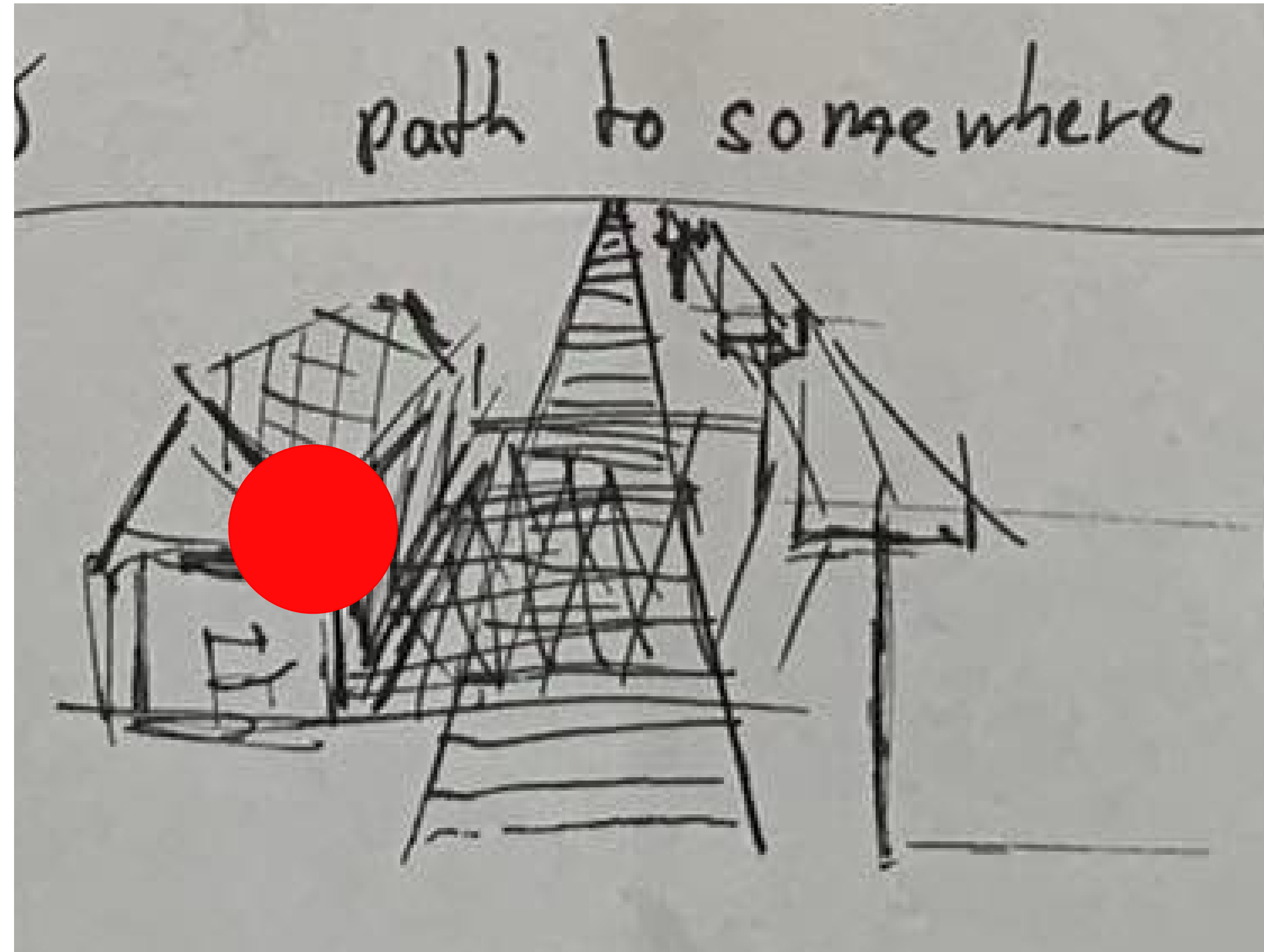


Every time I forget to believe in myself,  
I try to tell myself: „You can do it, don't let  
it stop you. Once you let it stop you, it's  
going to be hard to get going again.“

My own experience



**That's me**



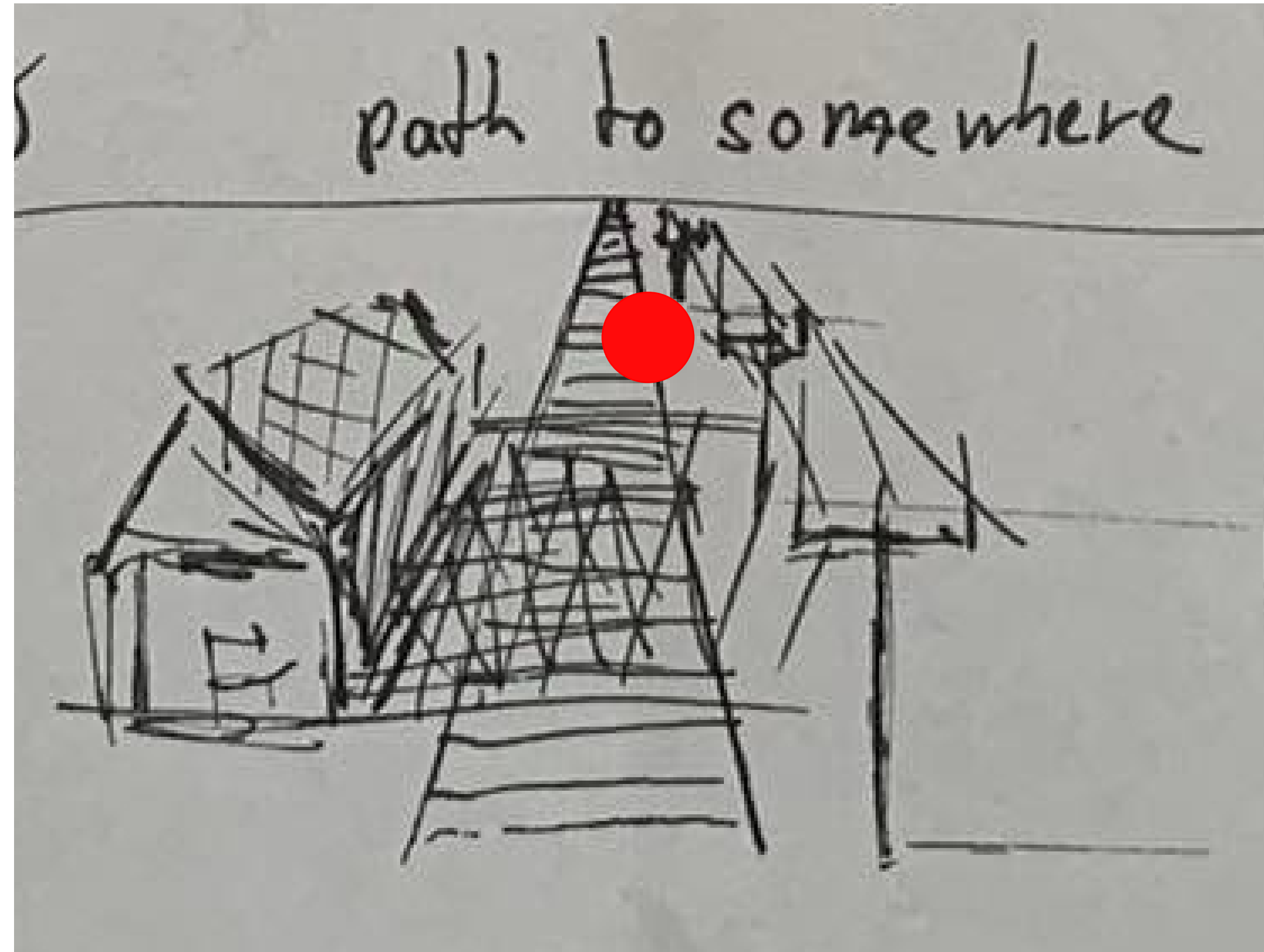
I was boring so I got and Idea.  
What if I ask my the most favourite  
brewery to make my own beer can design.



The brewery accept my offer  
and created for me a brief.

I had to design a beer called  
**Trouble Maker**  
which supposed to be  
super strong, dark and  
expensive.

They told me that they want  
something different from  
their beers.

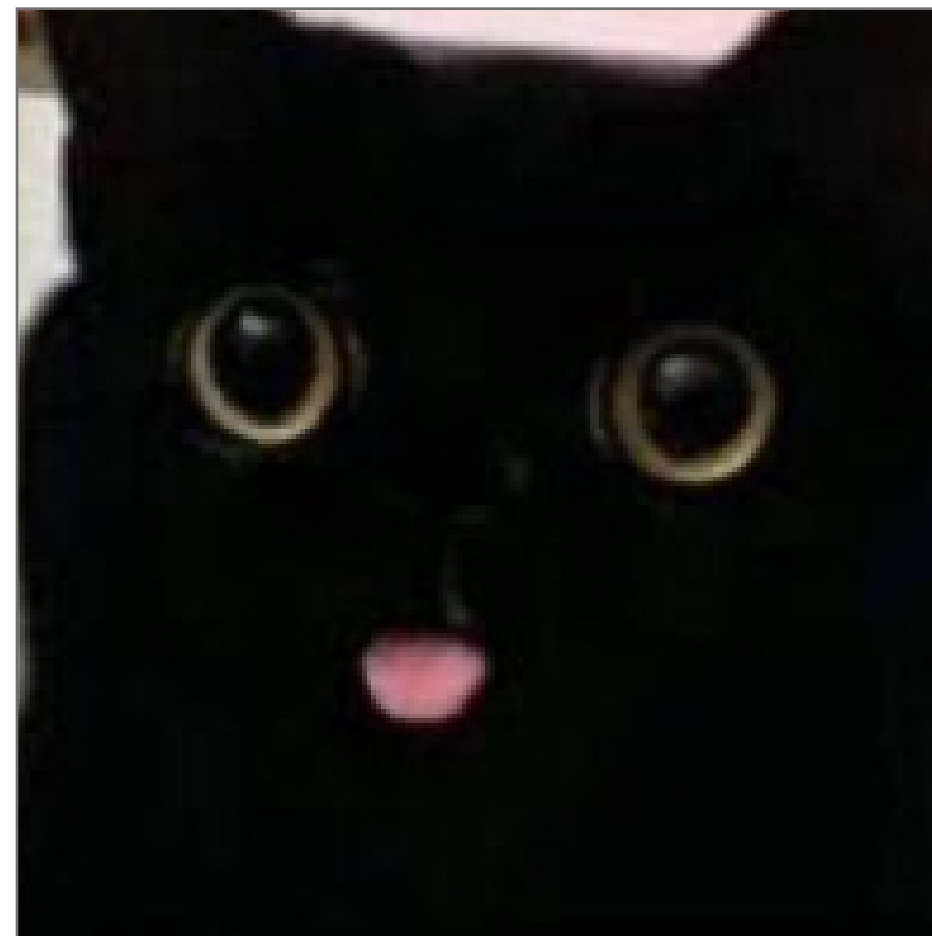


So I went out from that  
house and head it straight  
to new jorney

So I created my design  
for the client based on these  
four main factors:



strong



dark

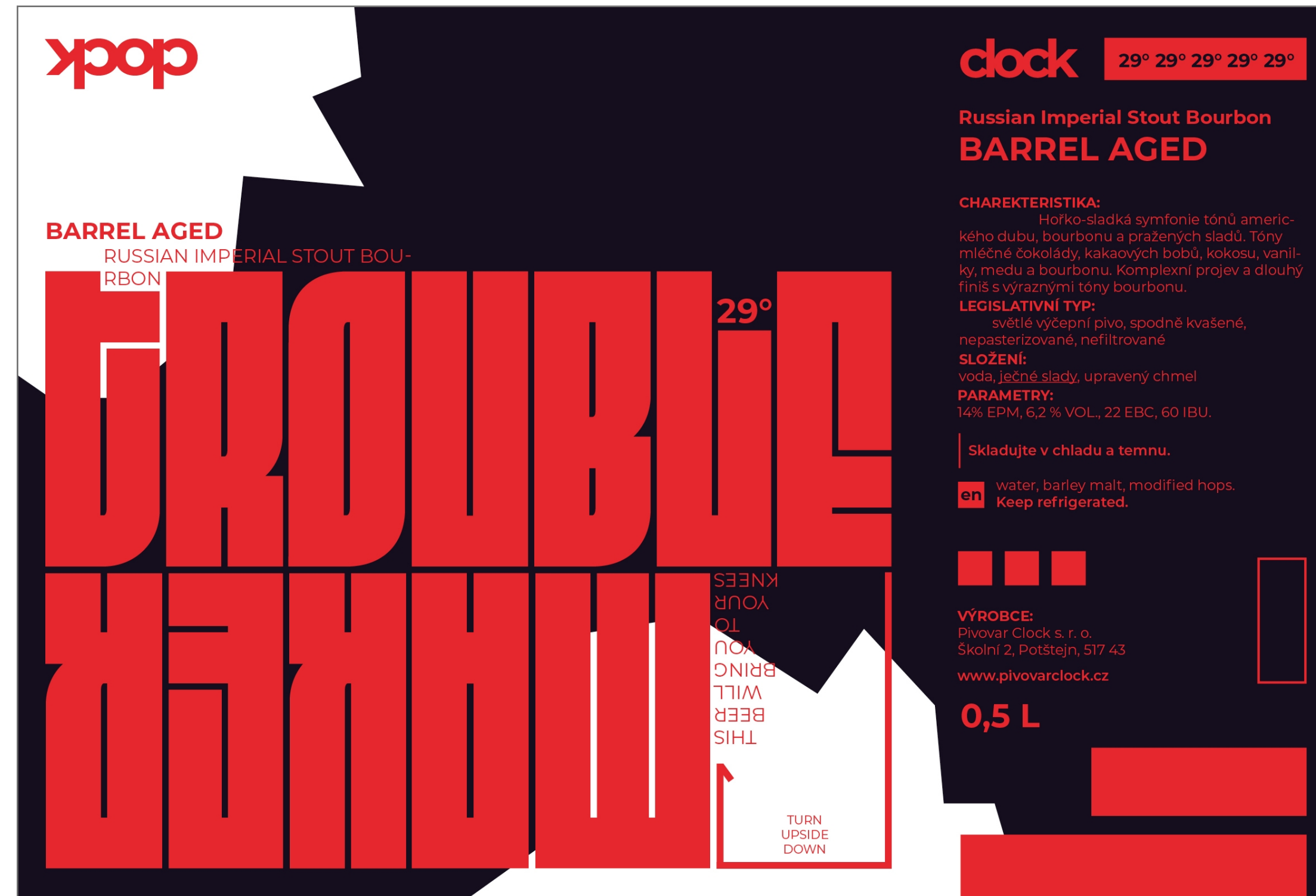


troublemaker



different

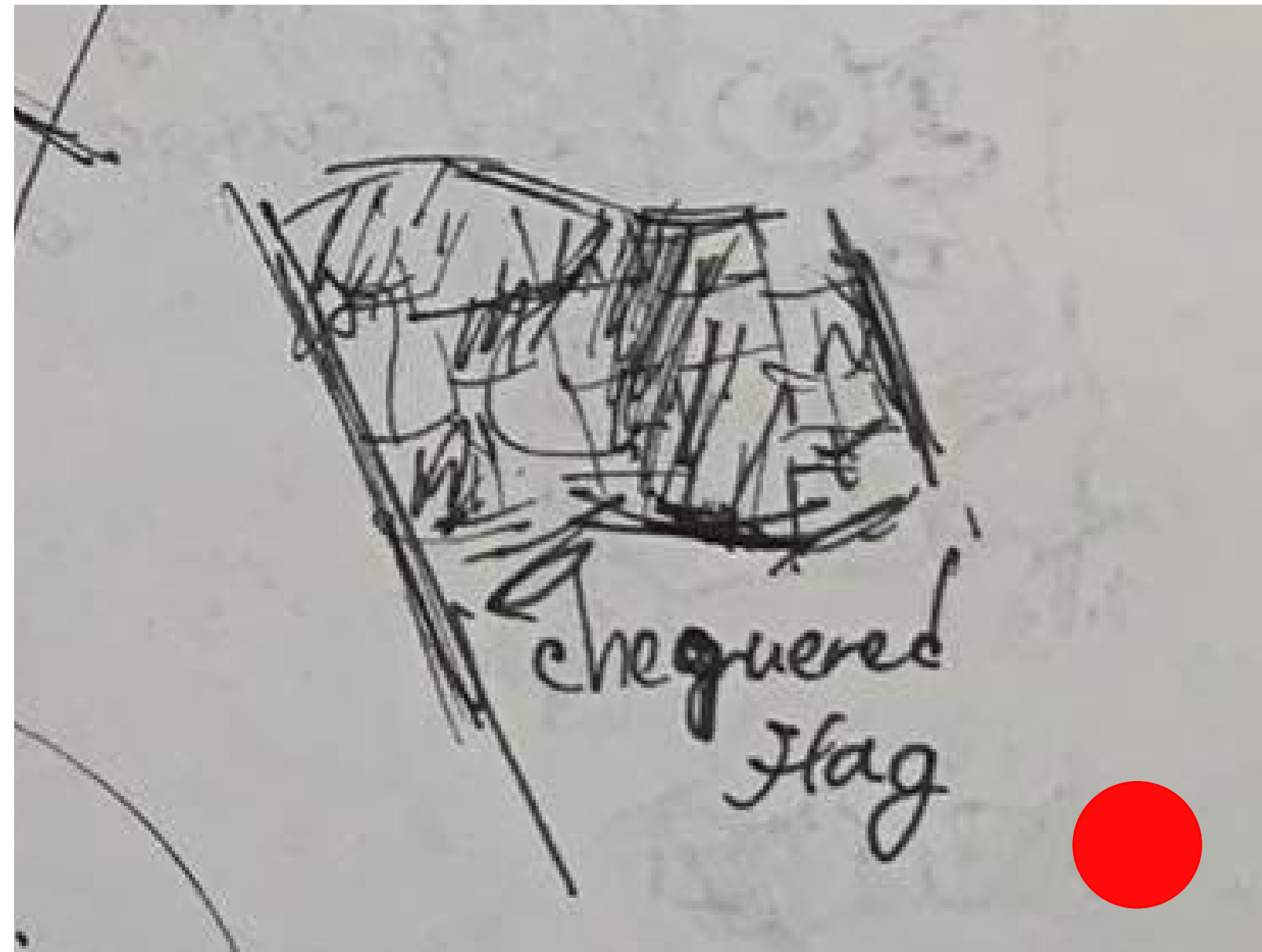




The beer is 29° so it means it has 12,8 % of alcohol. Because of that strenght I turned upside down their logo with „maker“ and chose a strong typography.

Due to the fact that the beer is called a troublemaker, there are cracks in the background and the whole typography is red.

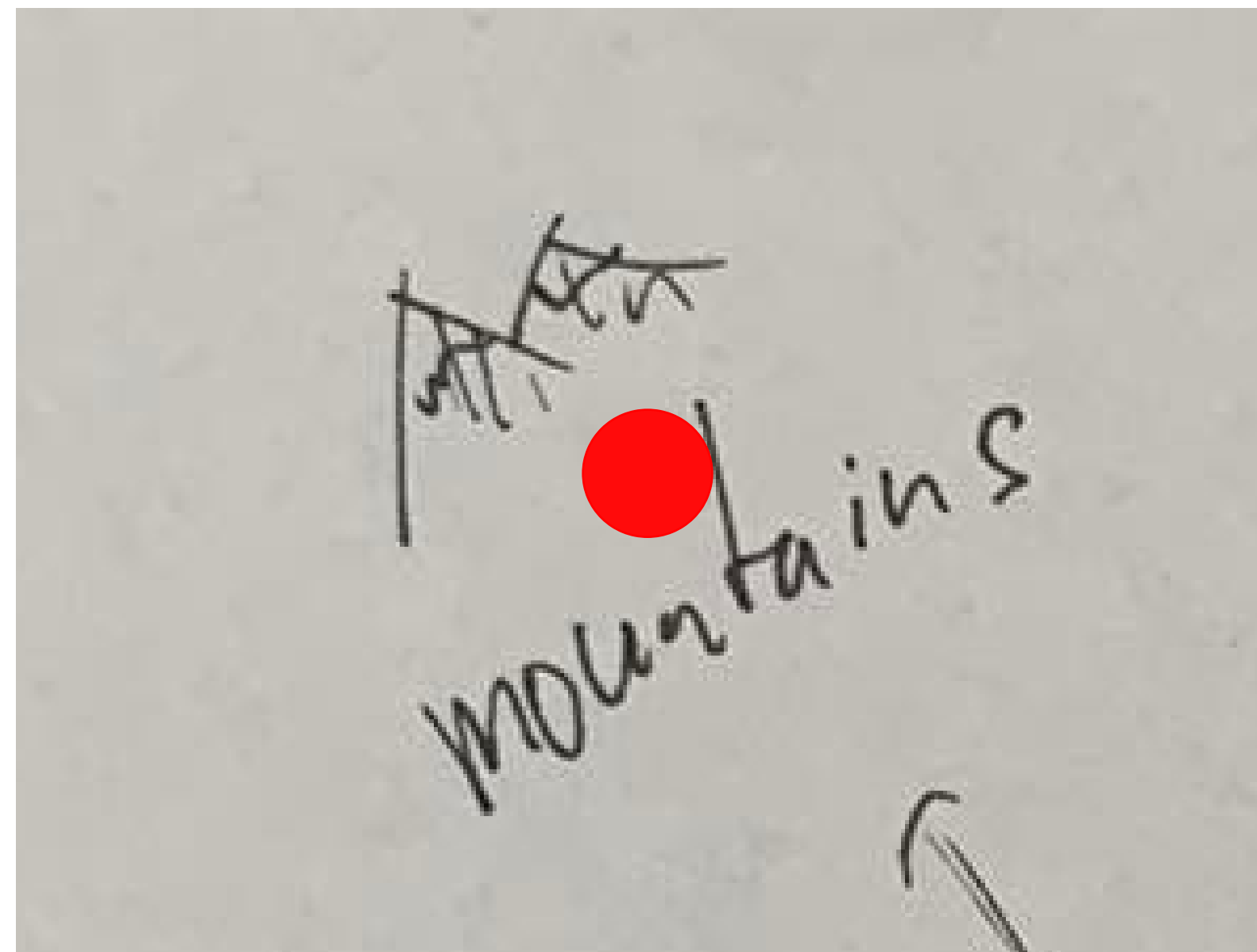
Before the client's feedback  
I thought I'm right here.



But I was so wrong.  
Unfortunately.



As I said, every road has  
it's own obstacles  
and that was it.



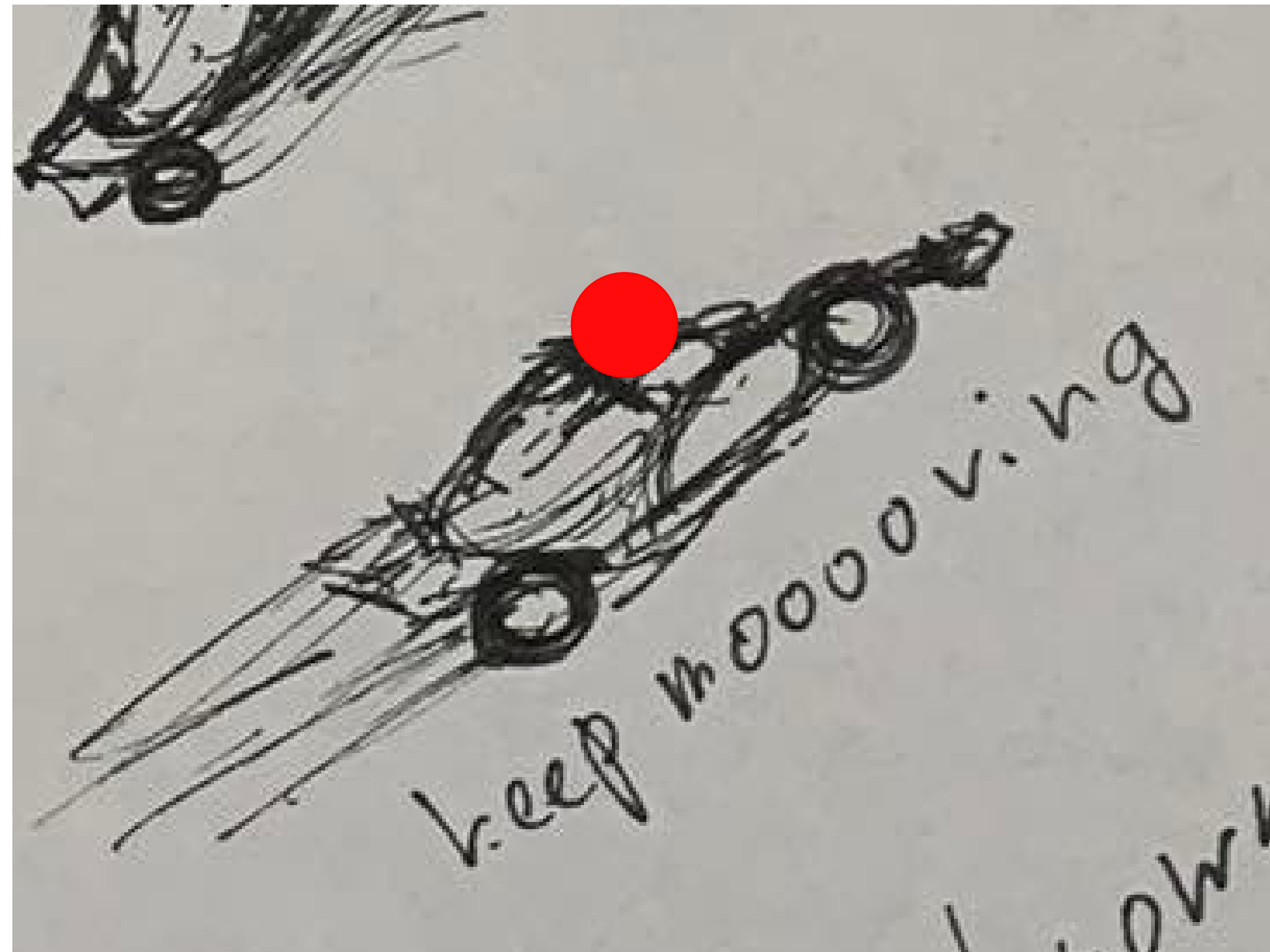
Client didn't expect that the beer will be  
sooooo different and tried to change  
the whole design.

I was like:

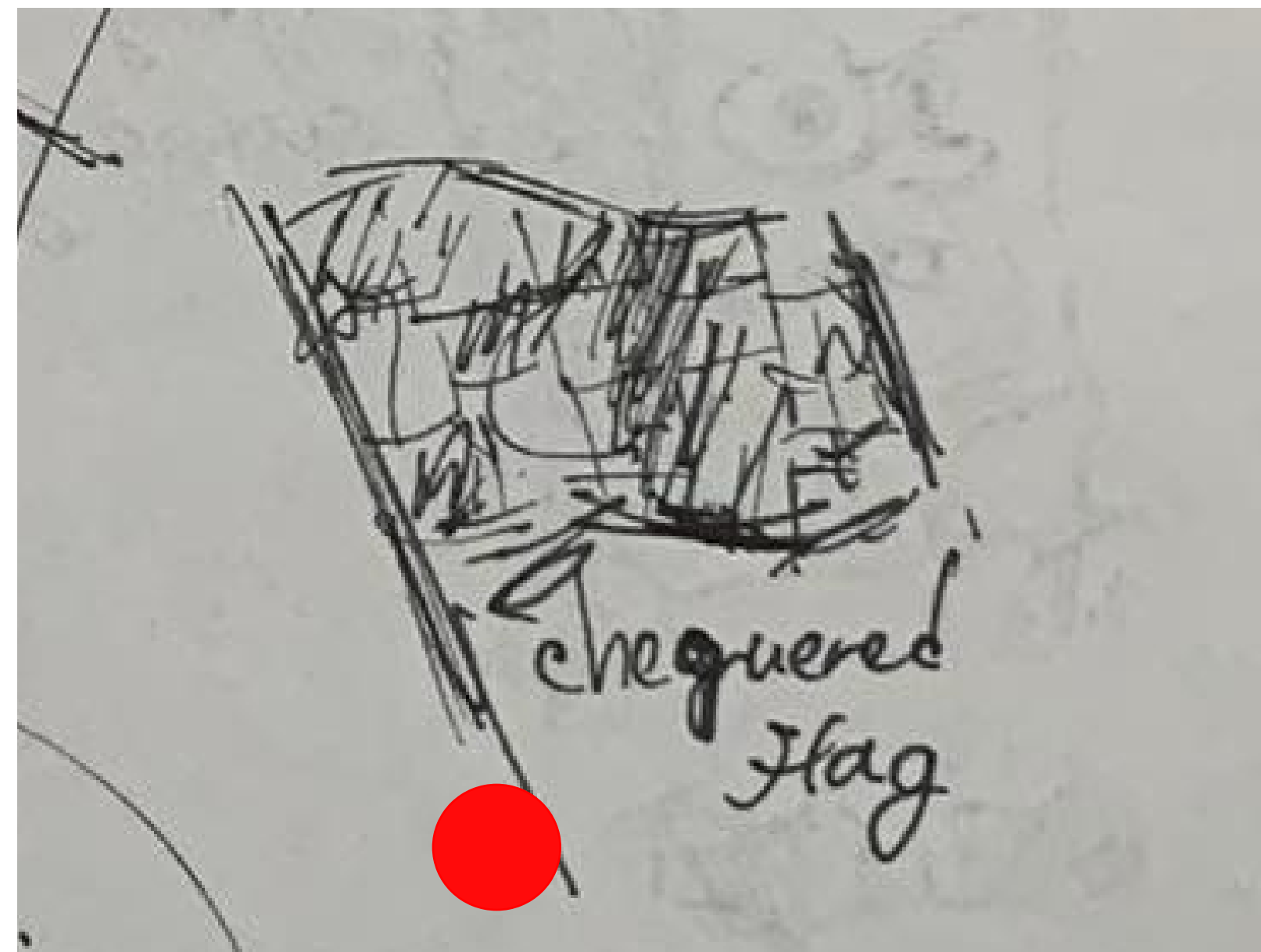


Normally I would have agreed with him and changed the design,  
but I decided not to leave it at that and stand up for myself.

So I tried to overcome  
this obstacle.



Fortunately, I was successful.  
I tried to talk with him till he accept that  
design with a bit of modified details and  
and I saw finally the chequered flag.





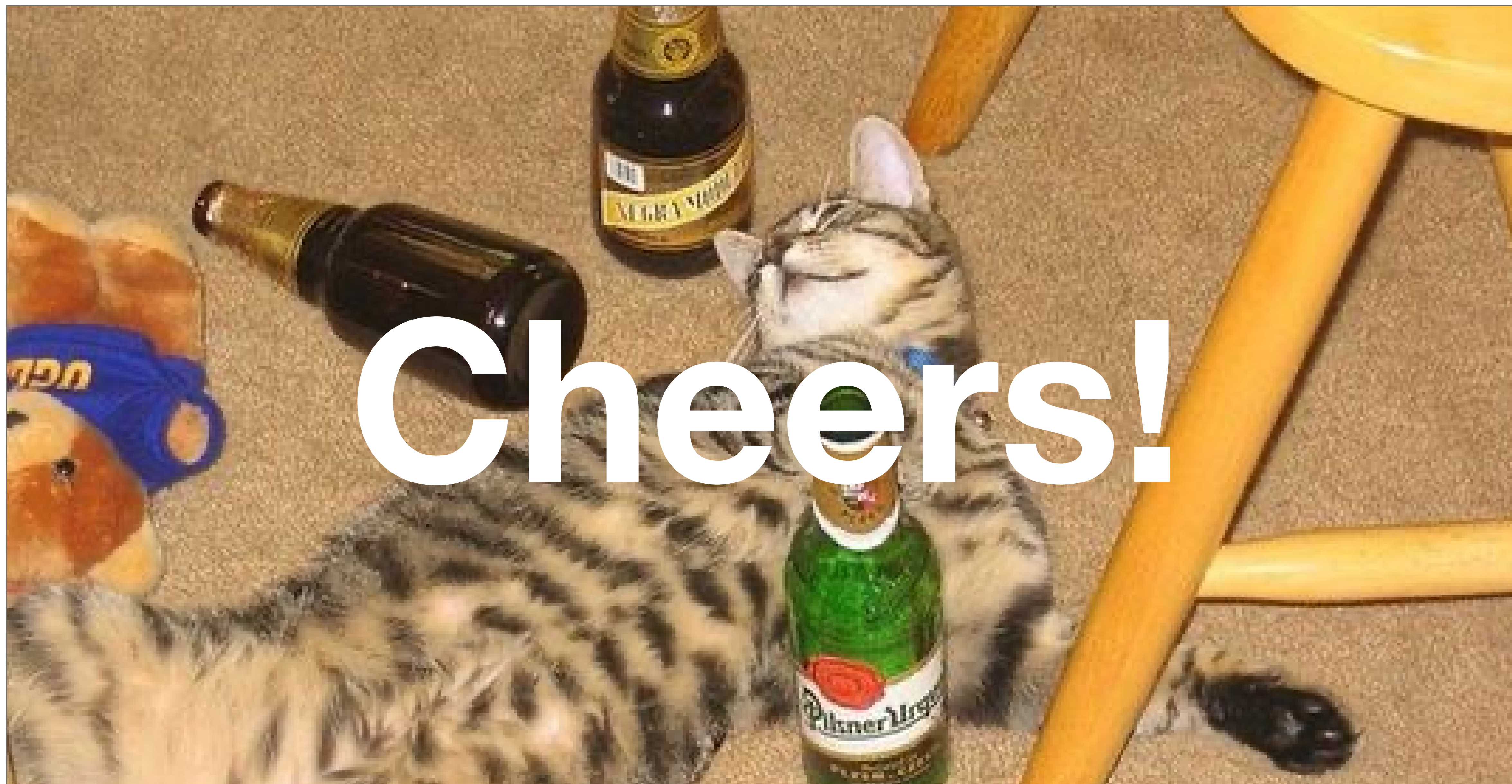




Don't be scared of unknown journey.

Trust and love yourself.

Fight with your obstacles,  
you are stronger than you think.



Cheers!