

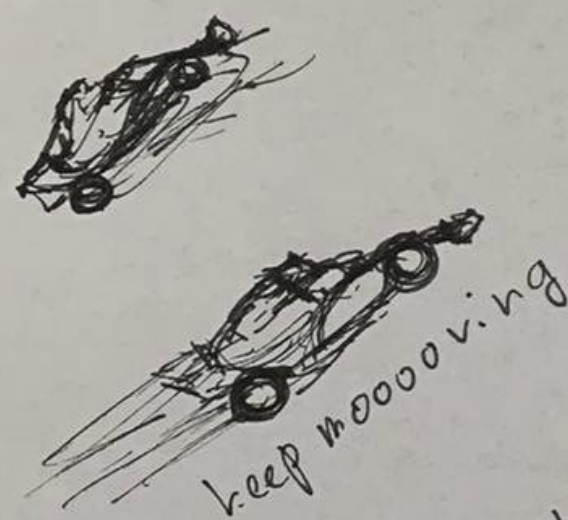
Self-confidence of designer



After
mountains

We are heading to
Finish / target

signal of
when we are
here



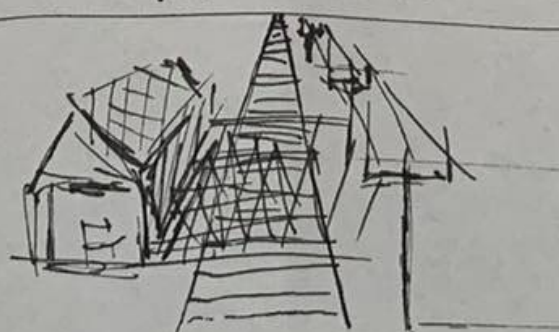
love
yourself
♡

road leads
every to target place



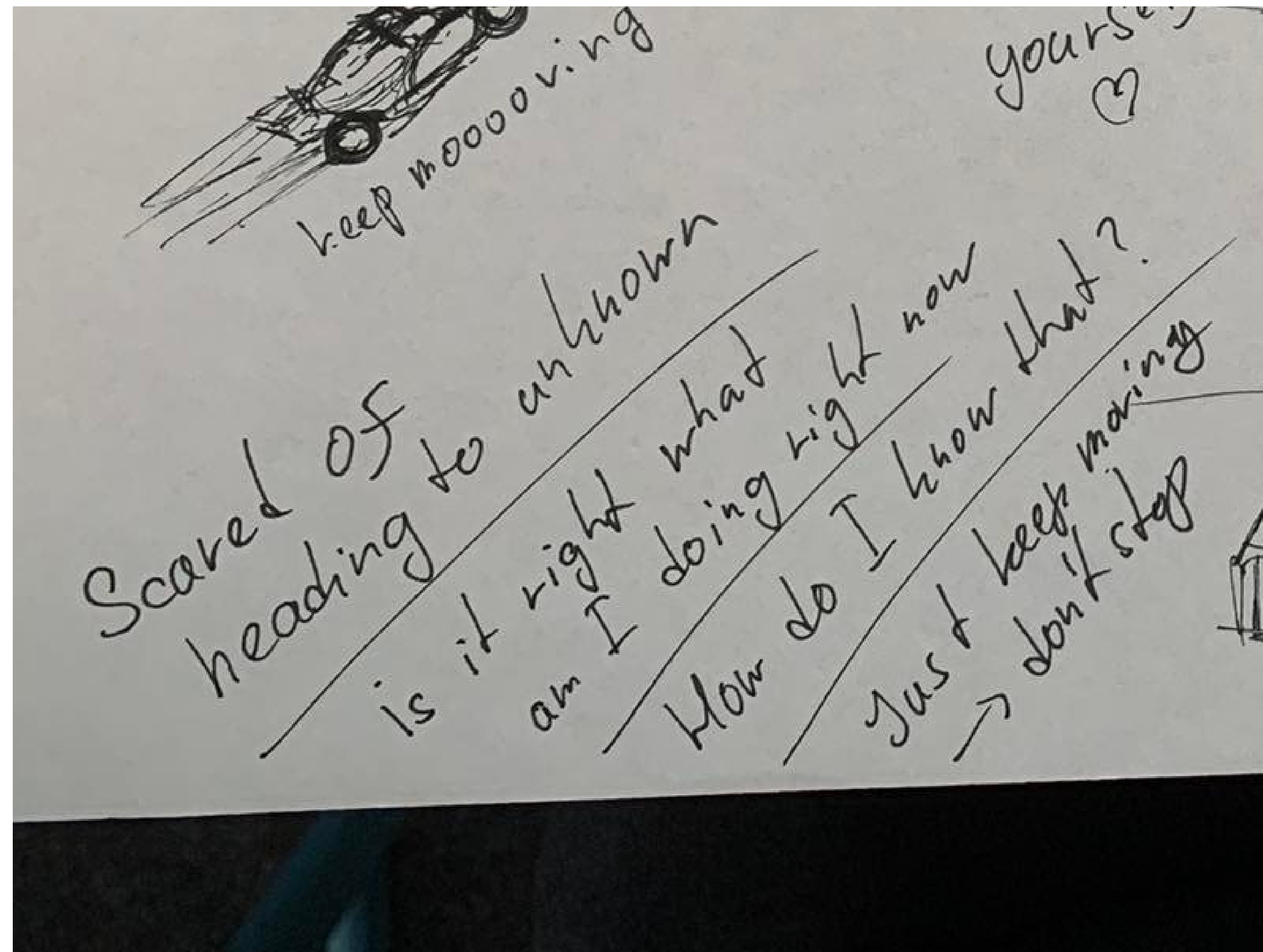
Scared of
heading to unknown
is it right what
am I doing right now
How do I know that?
Just keep moving
→ don't stop

path to somewhere





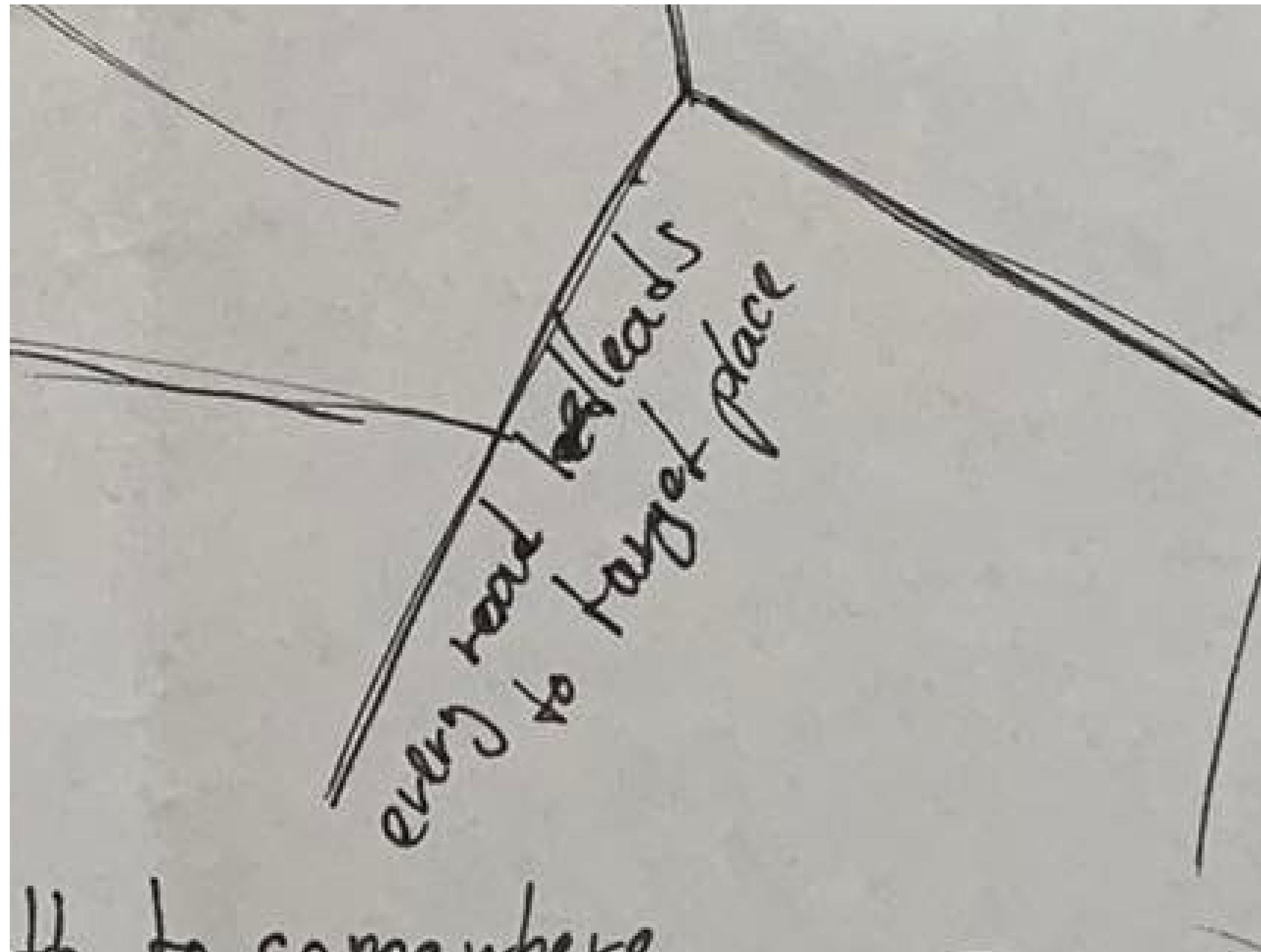
At first I wrote a random picture of perspective path ending somewhere in a long distance



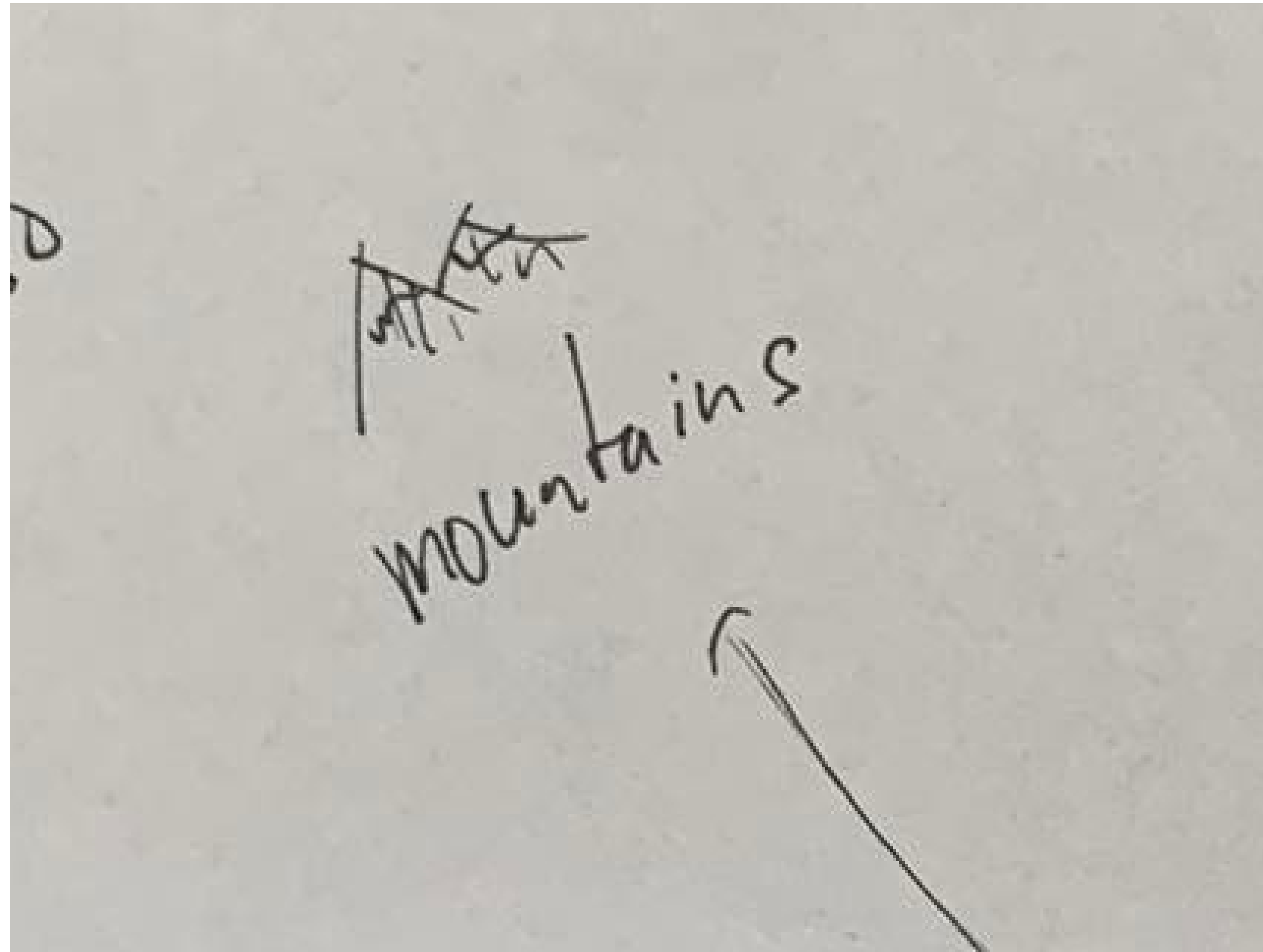
Then I thought about it and wrote down a few words and symbols what the road reminds me of



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



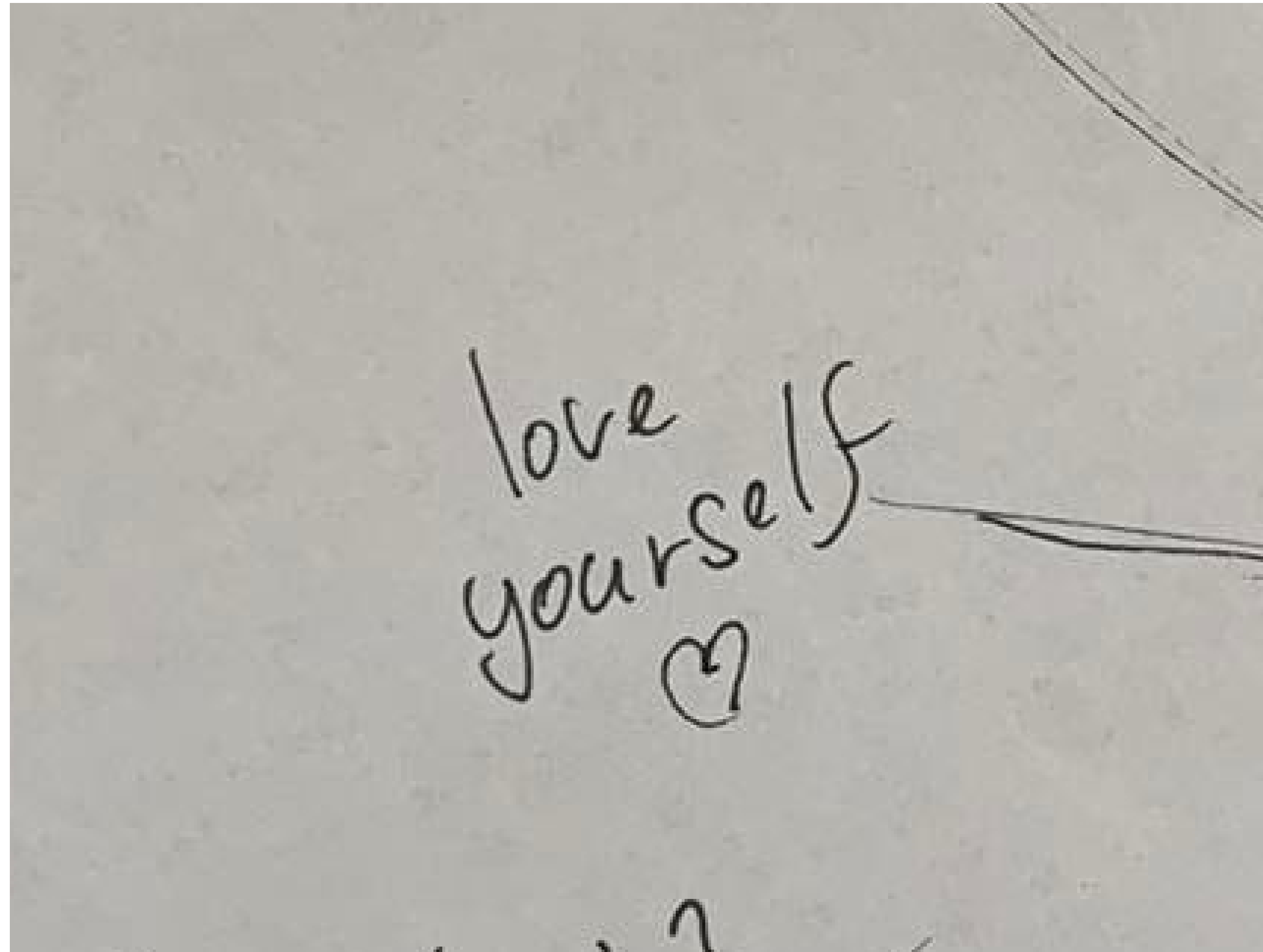
Everyone has own path but the main thing is to continue and don't give up. Be self-confident in what you are doing.



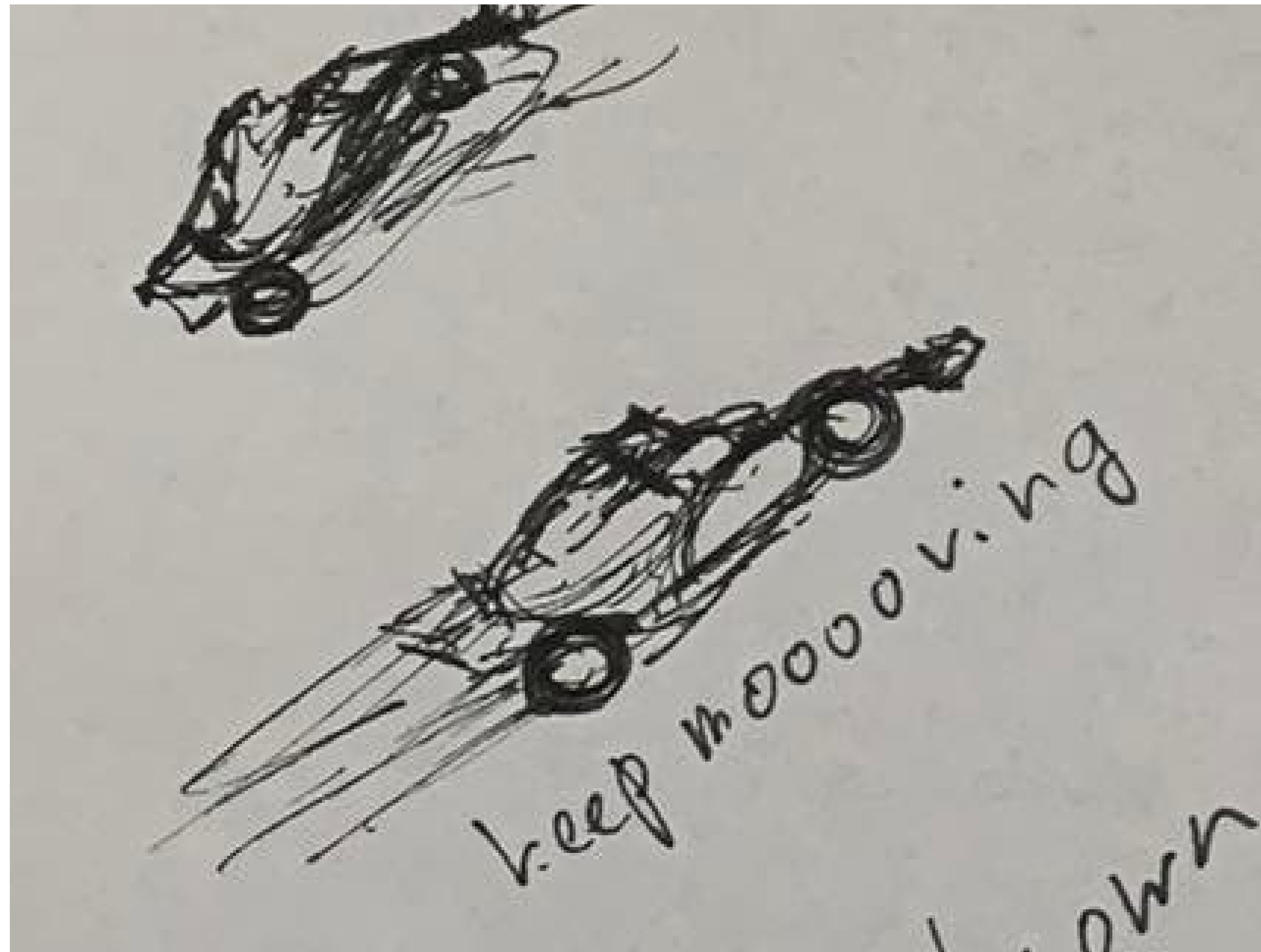
Mountain
Every paths have their obstacles.
Our goal is to overcome them.



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

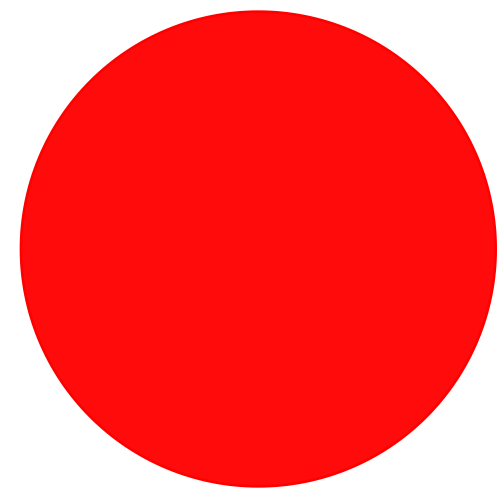


I think self confidence is one of the most important thing for artists. If you don't have it you are totally fu*ked up

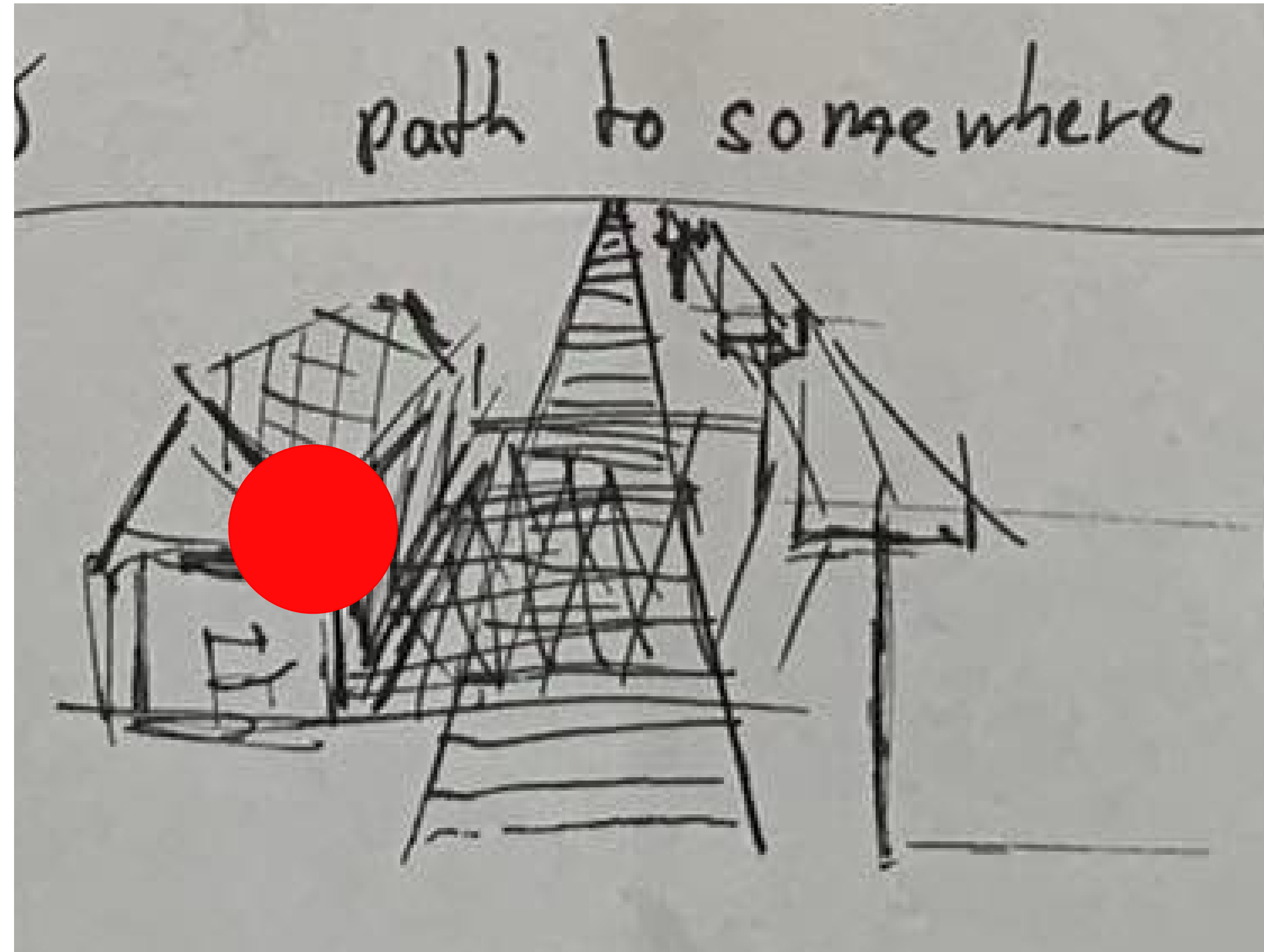


Every time I forget to believe in myself,
I try to tell myself: „You can do it, don't let
it stop you. Once you let it stop you, it's
going to be hard to get going again.“

My own experience



That's me

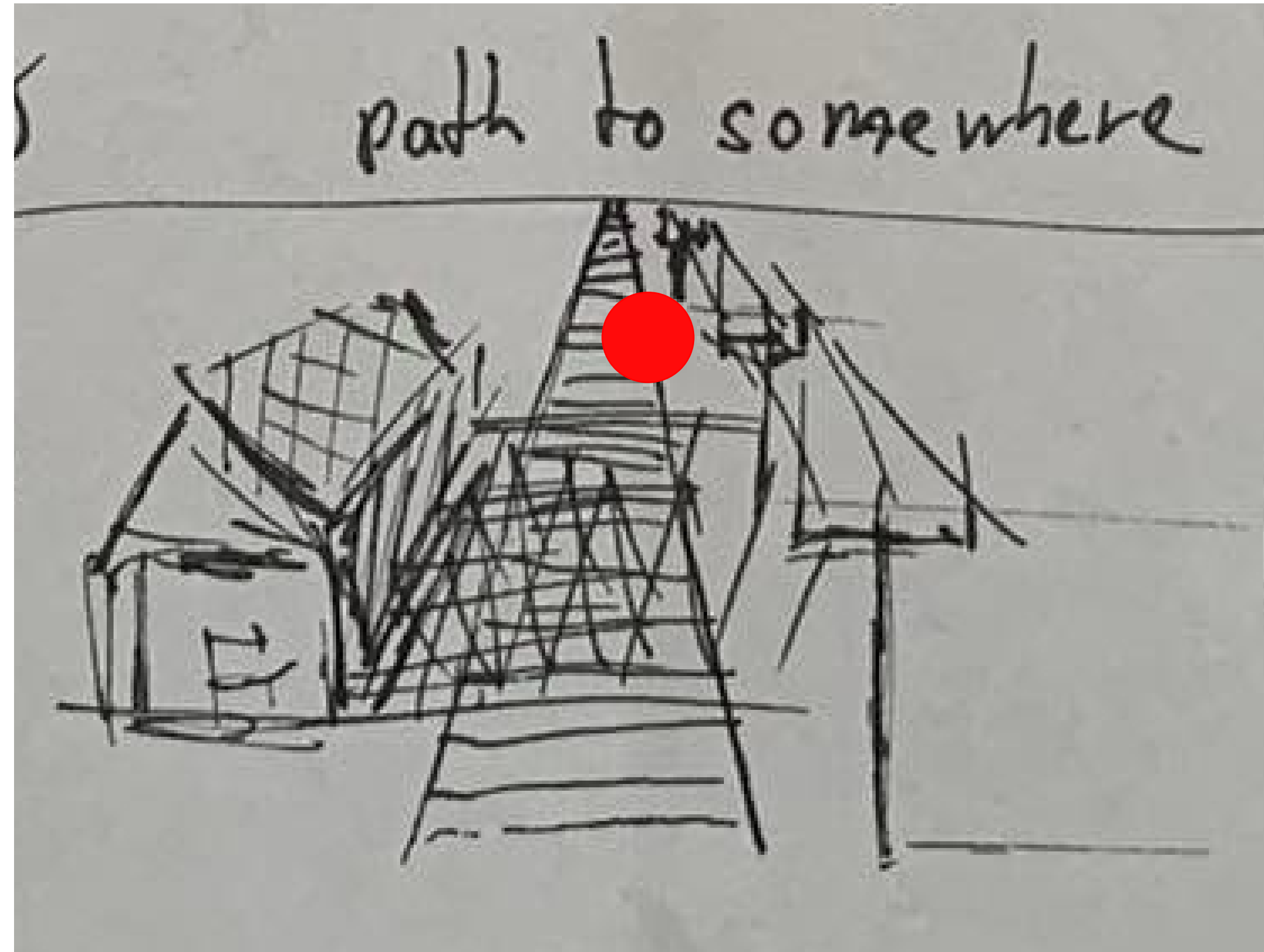


I was boring so I got and Idea.
What if I ask my the most favourite
brewery to make my own beer can design.

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.

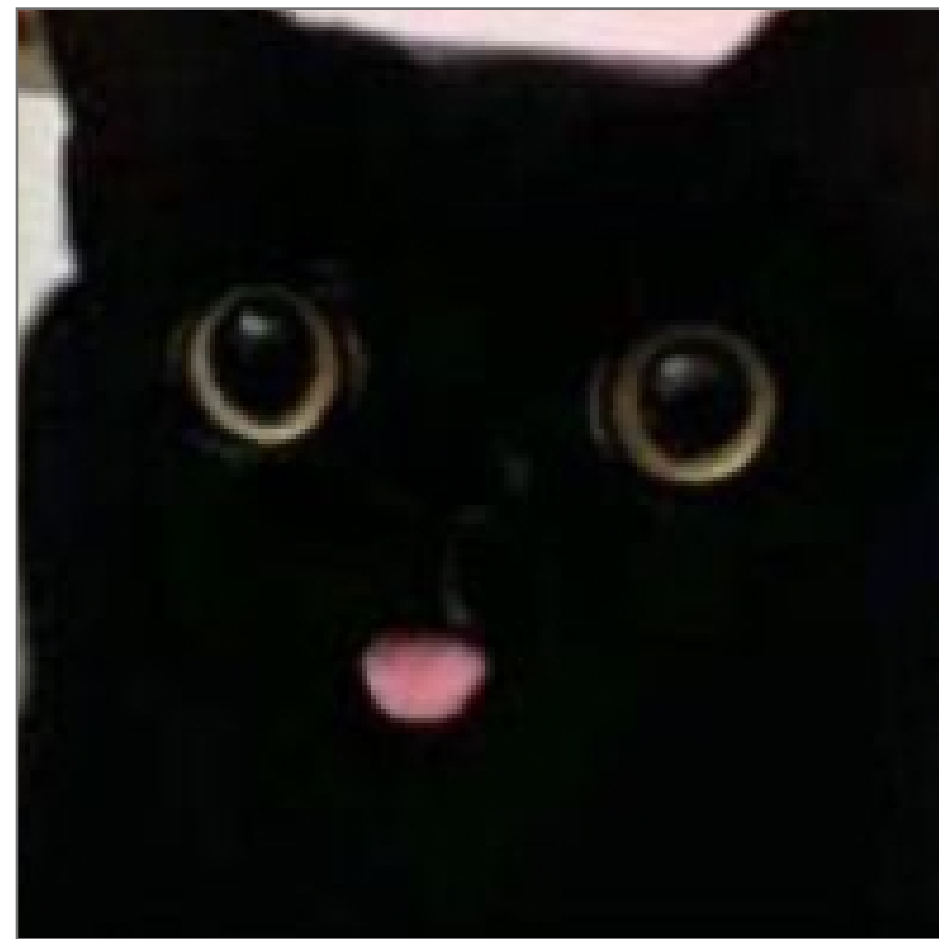


So I went out from that
house and head it straight
to new jorney

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



strong



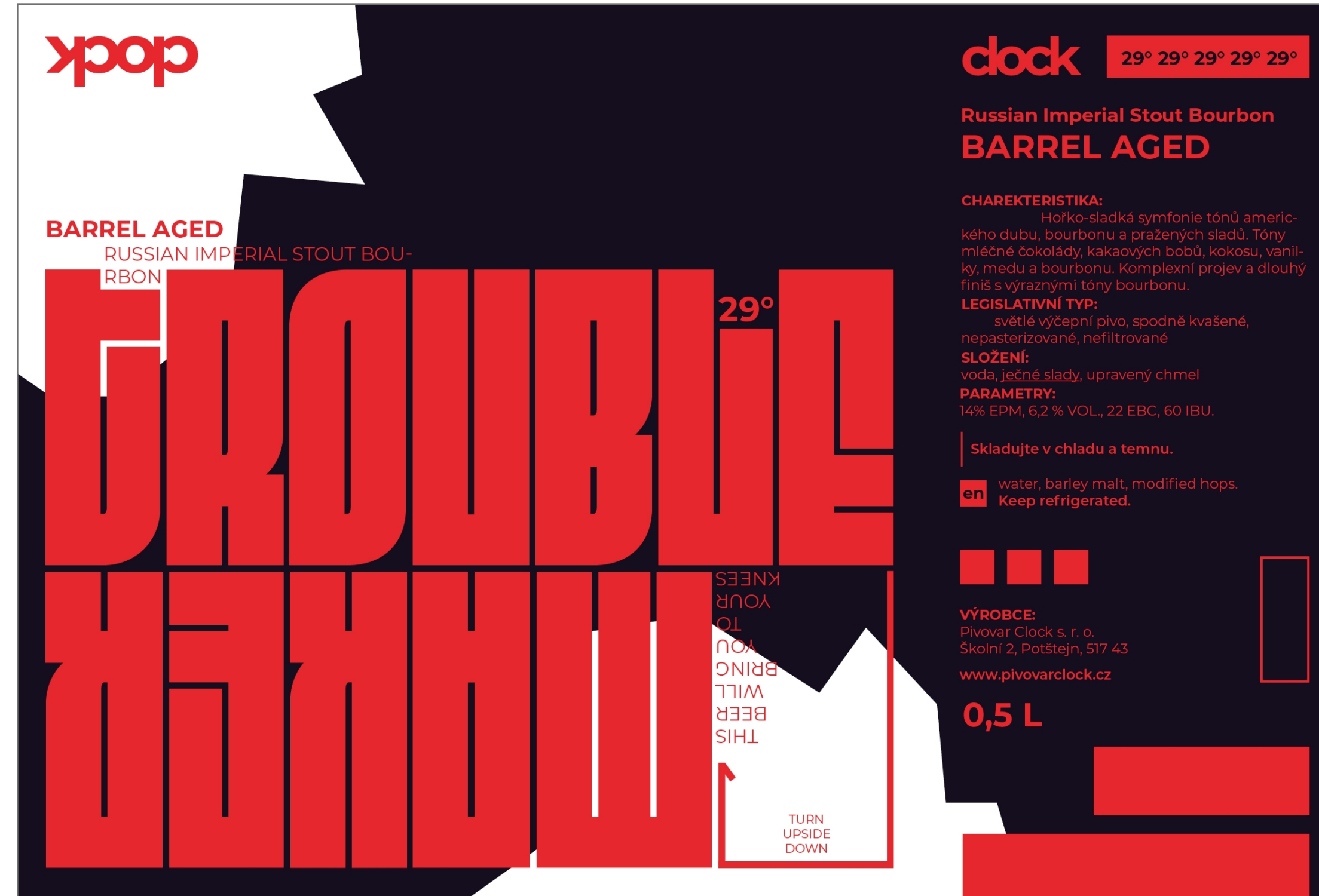
dark



troublemaker



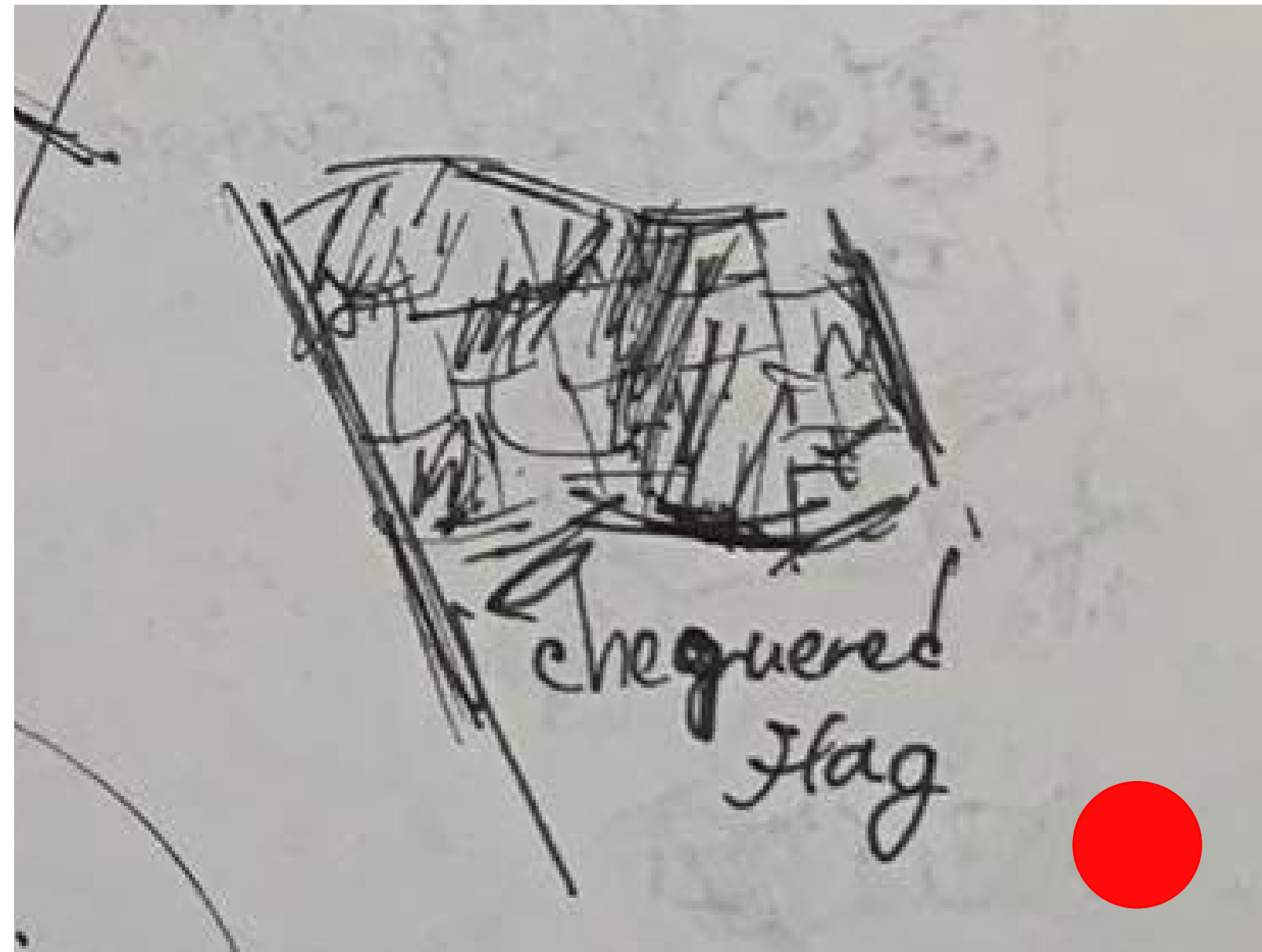
different



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.

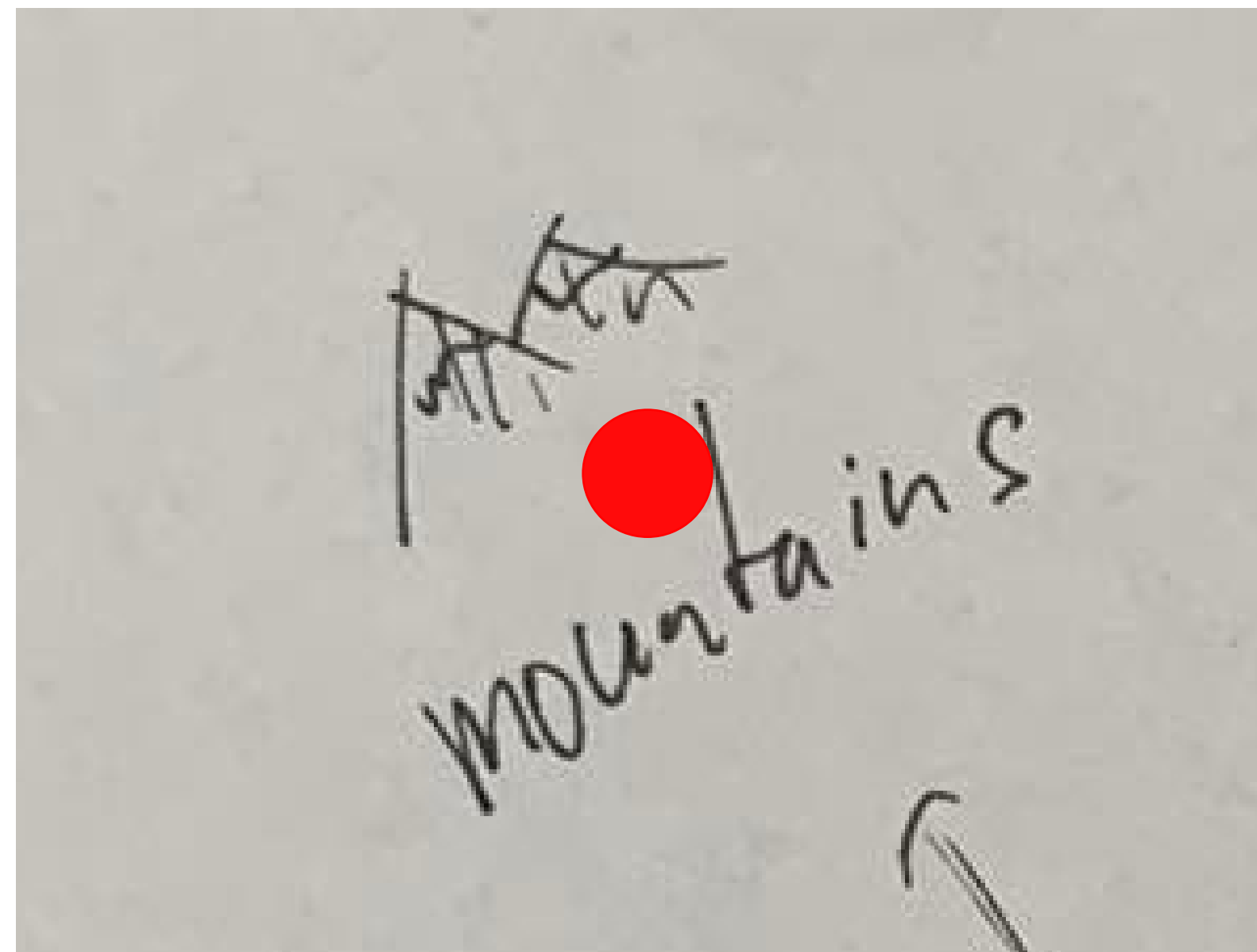
Due to the fact that the beer is called a troublemaker, there are cracks in the background and the whole typography is red.

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.



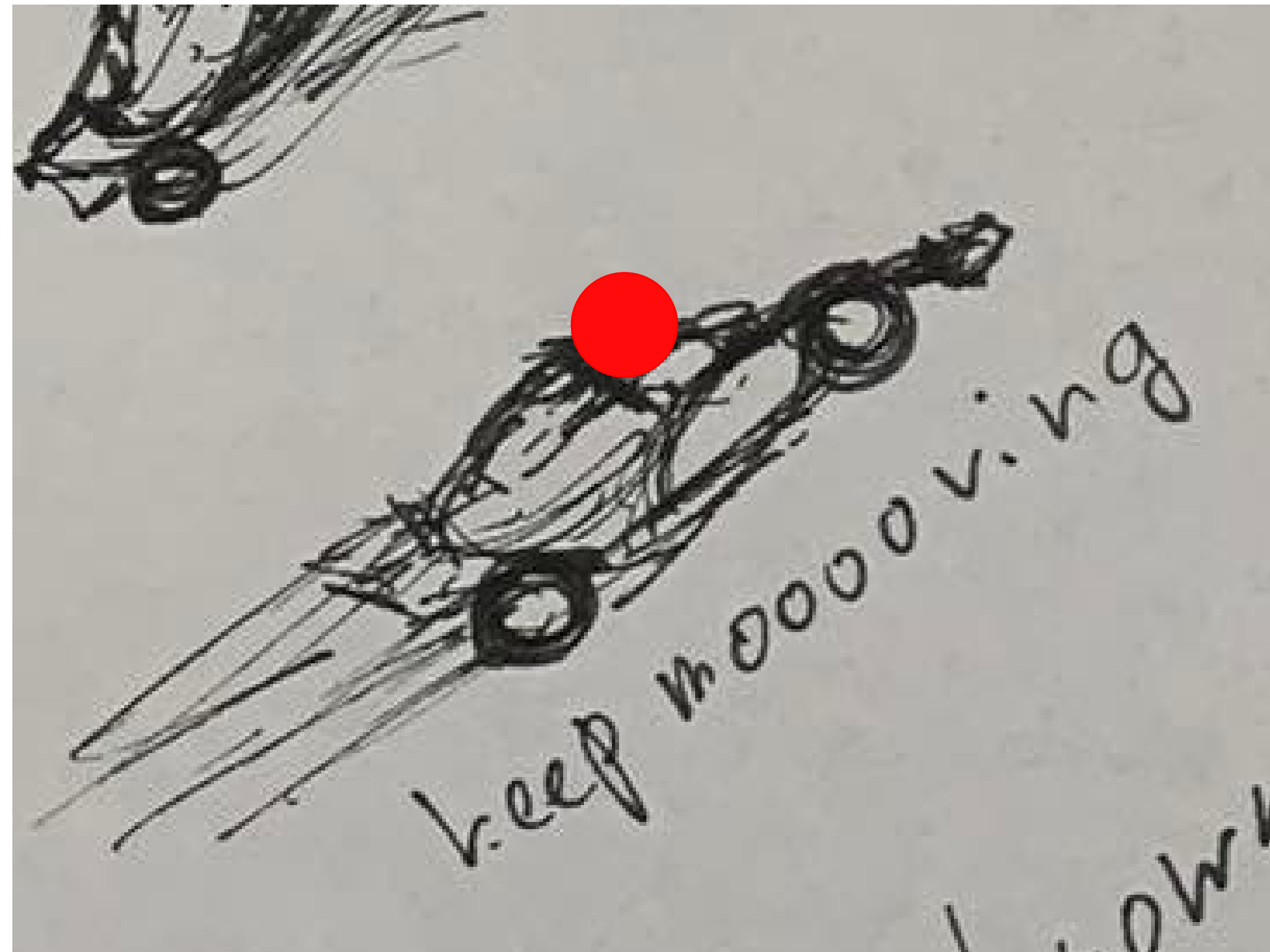
Client didn't expect that the beer will be
sooooo different and tried to change
the whole design.

I was like:

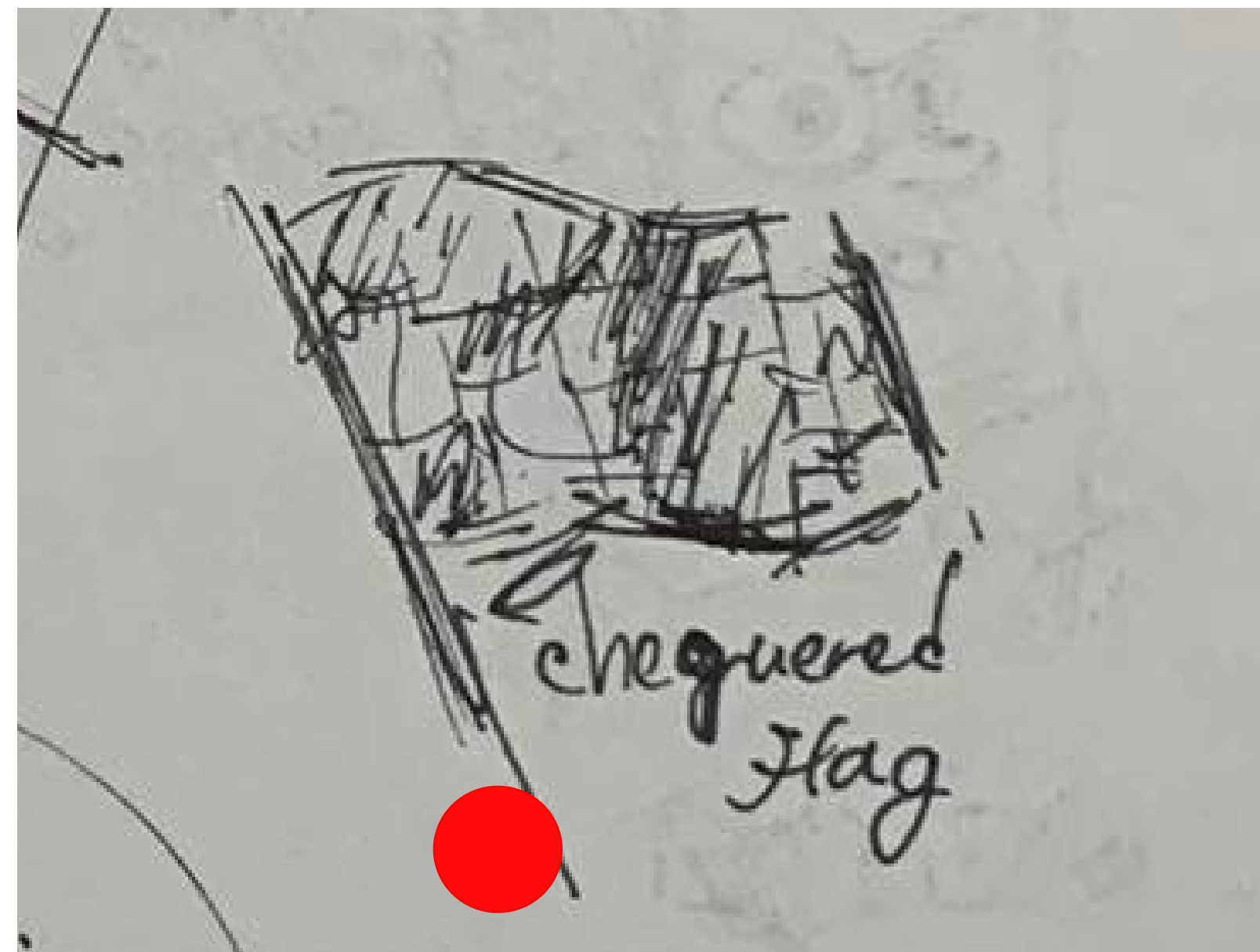


Normally I would have agreed with him and changed the design,
but I decided not to leave it at that and stand up for myself.

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!